

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XII. NEW YORK, MAY 15, 1895.

NO. 20.

....THE....

ST. LOUIS REPUBLIC

of Sunday, May 5, was a record breaker. Leaving out altogether the advertisements of its own business departments, or office advertisements, it contained

174 Columns of Advertising

This record of paid advertising matter surpasses any showing ever made by any St. Louis newspaper. THE REPUBLIC broke its own previous record and all other records.

Copies of THE REPUBLIC of Sunday, May 5, with all reading matter omitted, showing 26 Pages of Solid Advertising, will be sent to any address on application to

THE REPUBLIC, St. Louis, Mo.,

Or at New York Office, 146 Times Bldg.



....Still Harping?...

Yes—can't help it

—Have got something to harp upon that has the real genuine merit. It is the ATLANTIC COAST LISTS.

1,450 Papers make up the combination.

Local Family Weeklies almost entirely,

61 per cent are the only papers published in their respective towns.

84 per cent are either only papers in their respective towns or are county-seat papers.

Fully one-sixth of the entire reading population of the United States outside of large cities read these papers.

The Character and circulation of the individual papers are far ahead of those composing other lists of country weeklies.

The Circulation is published regularly every week—advertisers know what they are receiving for their money.

One order, one electrotype does the business Catalogue for the asking.

ATLANTIC COAST LISTS,

134 Leonard Street,

New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1895.

VOL. XII.

NEW YORK, MAY 15, 1895.

No. 20.

MANUFACTURING JEWELERS AS ADVERTISERS.

Manufacturing jewelers have long ago recognized the value of advertising. They are, in fact, among the most liberal patrons of printers' ink. Naturally, the question often arises as to the best methods of winning the attention of the purchaser, which, in the case of a manufacturing jeweler, is the retailer. Many an interesting discussion has taken place concerning this problematic subject. Every conceivable device has been employed, including calendars, circulars, memorandum books, paper weights, diamond tweezers, diamond shovels, calculating tables, watch-case openers, and a host of other articles more or less useful. The fact remains, however, that the trade papers have grown in size and importance in the face of all these special and individual efforts, and it seems to be generally acknowledged now, that, for the most far-reaching, and, in the end, the most satisfactory results there is no plan, or medium to compare with the first-class jewelry publications.

Oftentimes, it is true, a man will resort to circulars, send them to a picked list and receive excellent results, but there it stops. The life of a circular is ephemeral. On the other hand, it has been shown that the time value of an advertisement in a trade paper is many times the period during which it appears. The trade paper is kept—the circular is thrown away, or lost, and in any event it is quickly forgotten. The newspaper advertisement lives on; it makes its reappearance week after week until it becomes so impressed upon the minds of the people that they cannot forget it. One instance is on record of an application received four years after a card had ceased to appear. It may well be asked if any circular, clever or unique

though it may have been, has ever accomplished a result like this.

There is no endeavor upon the part of the writer absolutely to condemn circulars. In spite of the fact that a large percentage of this class of printed matter is thrust directly into the waste basket, spasmodic interest is, no doubt, awakened, but it is only a flash in the pan and has no lasting power. It is fair to say, generally speaking, that circulars are never preserved. Passing to the other extreme, the catalogue arises to press its claim. Well-bound, well-printed and oftentimes a bulky volume, it is in every respect the opposite of the circular. It is generally kept, but it loses most of its value because it is sure to be in the way, and is soon laid aside, and, as a rule, forgotten. The writer has often been told by retail jewelers that so much of this kind of material is received that it is piled up until, having grown too bulky, it is all thrown away. Thus extremes meet, and the catalogue eventually becomes as useless as the circular.

As to the other devices, such as memorandum books, calendars or other articles for daily use, the name of the donor is soon forgotten, and in consequence the gift loses all force as an advertisement.

Every little while a new scheme is introduced and lauded for a time as more effective, attractive and potent than the recognized methods of legitimate advertising. But it is a matter of record that no such scheme has ever enjoyed a lengthy existence.

Not long ago a prominent manufacturing jeweler informed the writer, with an air of great satisfaction, that he had adopted a plan of advertising far superior to anything that had ever been offered to him. It was a sort of combination coupon accident insurance scheme. The coupon was to be returned to the advertiser; the insur-

ance card was to be carried in a vest-pocket memorandum book. It was of the usual form and contained some advertising matter, reminding the recipient of the firm to whom he was indebted for the policy, and directed his attention to the goods it manufactured. The experiment was duly tried, a goodly sum expended, and the advertiser was honest enough to confess that the plan was a complete and utter failure. The number of coupons returned to him was pitifully small. Shortly afterward he introduced a novelty, prepared an attractive advertisement, inserted it in one of the trade journals, and twenty-four hours after its appearance sold a very acceptable bill to a firm whose patronage he had sought in vain by every other means.

There is no more telling argument in favor of the trade journal than the experience of one prominent firm of manufacturing jewelers that has built up a business, upon a single specialty, exceeding in sales \$300,000 per year. Its trade-mark has become known throughout the entire country, and it is now generally acknowledged that any one can sell the line of goods bearing its popular stamp. Up to a few years ago the firm occupied a mediocre position. A reorganization was effected, a change of policy adopted, and an extensive plan of advertising was begun in the leading ~~the~~ papers. No other method of an~~d~~ was used. Within a very short time a very perceptible growth of business was felt, and from month to month it increased. The name and the trade-mark soon were more frequently mentioned than that of any other firm. Retailers began to call for the goods and jobbers were compelled to have them; in fact, the latter soon found it so much easier to sell these good that they preferred to deal in them. Thus the good work went on, and at the end of two years the house easily stood at the head in its particular line. As only trade paper advertising was employed, it is but fair to conclude that to it was due this remarkable result.

The jewelry trade is not unacquainted with PRINTERS' INK. The best manner of illustrating the position it occupies in the minds of live manufacturing jewelers is exemplified by the following occurrence which recently took place:

The writer was in the office of one of the most energetic manufacturers in

the line, a man who is keenly alive to the value of advertising. The former happened to draw from his pocket a copy of PRINTERS' INK, which he had received the same morning. The jeweler's eyes lit up the moment they fell upon the title page, and he said in a tone of voice with which one might greet a long-absent friend:

"Hello! that's PRINTERS' INK, isn't it?"

"Yes; do you know the paper?"

"Very well, indeed," he replied; "I used to get many a capital idea from it, but recently, for some reason or other, I have not seen it."

"You seem to have missed it," suggested his listener.

"Yes, I have," he said; "I must make it my business to see it again regularly."

This little conversation probably tells more in a nutshell than any long story of the value of PRINTERS' INK to those who are interested in its field, and it also shows how thoroughly it is appreciated by those who have learned the A B C of the science of advertising. To those who have not as yet mastered their alphabet, the words of this manufacturing jeweler may be worthy of consideration. At all events there is no doubt that all wide-awake jewelers will find much in the way of knowledge and suggestion in this journal that makes it its business to show how to increase and render more profitable every other business.

ALBERT ULMANN,
Editor *Jewelers' Weekly*.

ILLUSTRATING WHAT HE MEANT.

Latter-day speakers of English are getting to be very wordy and pompous in the use of our language, according to the distinguished linguist, Professor Whitney, and he thinks we ought to get back to the modesty and simplicity of our ancestors. This advice of Professor Whitney is no doubt timely. But in advising us not to use big words and to be clear, pure and simple in diction he employs the following words: "Avoid all polysyllabic profundity, pompous prolixity and ventriloquial verbiety. Shun double entendre and prurient jocosity, whether obscure or apparent. In other words, speak truthfully, naturally, clearly, purely, but do not use large words."—*Boston Globe*.

HE WANTS A SAMPLE COPY.

A New Mexico father with eight marriageable daughters advertised, as a last resort, to get them off his hands. Among the answers received was the following: "Am a bachelor and wealthy. Will gladly marry one of your girls. Send sample at once. He is still hesitating as to whether he should send a photograph of the set, or buy a single railroad ticket for the eldest.—*N. Y. Evening Sun*.



No one will question the fact
that the readers of

THE SUN

make purchases every year
representing a larger amount
of money than do the purchases
made by the readers of any
other newspaper in this
country. And this is another
reason why THE SUN brings
results to advertisers.

The Sun

New York

CIRCULATION SMALL-COMPARATIVELY.
TERRITORY COVERED-ENORMOUS.

....THE

Portland *

Oregonian

"The Plain Truth" about The Oregonian is that its combined circulation of over 60,000 copies each issue, Daily, Sunday and Weekly covers its particular territory thoroughly.

NO WASTE! NO DUPLICATION!!

IT DOES THE WHOLE BUSINESS

An advertiser can cover Oregon, and a good portion of Washington and the North Pacific Coast generally, cheaper by using The Oregonian than in any other way.



**Oregonian Publishing Co.
PORTLAND, ORE.**

H. W. SCOTT, EDITOR.
H. L. PITTOCK, TREAS & MGR.





DAILY and WEEKLY.

Largest Daily Circulation.
Eleven Southern States.



Atlanta Journal

Atlanta, Georgia.

'Leading Democratic Paper in Georgia.'

From the MEMPHIS COMMERCIAL:

"The Democracy of Georgia has been fortunate in having so able and aggressive an exponent of the true faith as the ATLANTA JOURNAL."

From the ST. LOUIS REPUBLIC:

"THE ATLANTA JOURNAL is the leading Democratic paper in Georgia."

From the CHATTANOOGA NEWS:

"There is no doubt that the size of the Democratic majority in the State Convention was due to the JOURNAL."



From the NEW YORK EVENING POST:

"The ATLANTA JOURNAL, a Democratic paper, has grown to power and prosperity in Georgia."

From the JACKSONVILLE TIMES-UNION:

"The JOURNAL is 'on top.'"

Three times as many copies circulated in Atlanta daily as any other paper.

It will be seen from the above that the JOURNAL is an unrivaled advertising medium for reaching the people of Georgia and adjoining States.

.....
5,000 more
copies printed
than of any
other DAILY
paper in the
South.

H. OKE SMITH, President.

F. N. RICHARDSON, Editor.

H. H. CABANISS, Business Manager.



S. C. BECKWITH,
Sole Agent Foreign Advertising.

48 TRIBUNE BUILDING, N. Y.
469 THE ROOKERY, CHICAGO.



WE CAN BLOW OUR WHISTLE!



THE
PHILADELPHIA
ITEM.

SOLE THE ROCKEFELLER CHICAGO AGENT



These Are Facts!

Why is THE ST. LOUIS CHRONICLE'S paid circulation greater than the combined paid circulation of all other afternoon St. Louis Newspapers?

First—Because it has the largest and best local staff in St. Louis—morning or afternoon field.

Second—Because its telegraph service includes

- (1) The full report of the great United Press.
- (2) The full report and co-operation of the great Scripps League of American newspapers.
- (3) The services of 1,000 Special Correspondents in the Mississippi Valley.
- (4) The special service of the New York Sun, Herald, Times and Tribune.

Third—Because the Chronicle is the only St. Louis daily paper that is not an organ of any party or faction with axes to grind and favors to ask.

Fourth—Because **The St. Louis Chronicle** is a NEWSPAPER for the PEOPLE, owned and edited by Western Men.

"The St. Louis Chronicle is credited by the American Newspaper Directory for 1895 with having the largest circulation rating accorded to any daily paper published west or south of Chicago."—*Printers' Ink, May 1st.*

Daily Circulation Guaranteed to Exceed

100,000 COPIES.

E. T. PERRY, MANAGER FOREIGN ADV. DEPT.

66 Hartford Bldg.,
CHICAGO.

53 Tribune Bldg.,
NEW YORK.

"One Paper in a State—THE SALT
LAKE TRIBUNE for Utah."—
Geo. P. Rowell & Co.



The Salt Lake ..Tribune..

"The leading daily of Utah, the ONE paper having a credited circulation in excess of any other daily, weekly or monthly, is the SALT LAKE TRIBUNE."—*Printers' Ink, Nov. 28, 1894.*

THE TRIBUNE PUBLISHING CO.,

C. C. GOODWIN, Editor.

P. H. LANNAN, Manager.



S. C. BECKWITH,
Sole Agent Foreign Advertising,
Tribune Building,
New York.

The Rookery,
Chicago.





This is for you

We want you to make money in your advertising.

We are not entirely disinterested, but partly so.

You know what district you want to reach.

We can hardly help you to decide that.

But if it is the West we have something for you,

The C. N. U.

For the middle Western States, it is the best of mediums.

There are other co-operative lists.

We advise you to try them.

They cover their field, but they don't cover ours.

Possibly they cover their field as thoroughly as we do ours.

This is saying a **great deal**, for it would be impossible to cover any certain district more **thoroughly** than our papers do the middle Western States.

This is **proved** by the **great success** of those who advertise with us.

Shall we hear from you?

.....

**Chicago Newspaper Union,
93 S. Jefferson Street,
CHICAGO.**

New York : 10 Spruce Street.



Something Worth Remembering!

THE GLOBE

*Carries More Advertising than any
other St. Paul Daily.*

This is a Fact.

Facts are convincing.

Facts ordinarily require no proof.
This particular fact can be proved
easily. Compare a file of GLOBES
with the others—then go and do
likewise:

Place THE GLOBE on Your List.



PARTICULARS GLADLY FURNISHED.

ST. PAUL, MINN.,

OR NEW YORK OFFICE,

517 AND 518 TEMPLE COURT.

C. E. ELLIS, SPECIAL REPRESENTATIVE.

The Favorite
and Reliable Old Newspaper
of the South—The
**LOUISVILLE
Courier..
Journal**

As well as the most influential
and commanding.

Known Circulation

Daily, over 20,000
Sunday, " 25,000
Weekly, " 100,000

The above figures are guaranteed,
and advertisers know what value
they are getting for their money.

A. FRANK RICHARDSON,

Chamber of Commerce,
Chicago.

Tribune Building,
New York.

--- THE ---

Commercial-Appeal

COVERS

TENNESSEE, ARKANSAS,
ALABAMA AND GEORGIA.

MEMPHIS, ITS HOME,

Is in the center of the fertile Mississippi Valley, has eleven miles of railroads, and the great Mississippi River and tributaries to carry its trade and the COMMERCIAL-APPEAL to the thousands of families in all the surrounding country that it reaches every day.

MEMPHIS COMMERCIAL-APPEAL,

DAILY, SUNDAY, WEEKLY.

THE COMMERCIAL, -	ESTABLISHED 1889
THE AVALANCHE, -	" 1857
THE APPEAL, -	" 1840

CONSOLIDATED JULY 1, 1894.

Known Circulation

DAILY, Exceeding 18,000

SUNDAY, Exceeding 20,000

WEEKLY, Exceeding 50,000

Honest advertisers are offered HONEST RATES
in an HONEST NEWSPAPER with an HONEST
CIRCULATION.

A. FRANK RICHARDSON,

Tribune Building,
NEW YORK.

Chamber of Commerce,
CHICAGO.

LOOK AT THESE FIGURES...

It from an
honest circulation
standpoint and

Tell the tale truthfully
to advertisers.

KNOWN CIRCULATION

OVER...

20,000

COPIES EVERY DAY
IN THE YEAR—DOES
THE DAILY PRINT.

OVER...

20,000

COPIES EVERY SUNDAY
EDITION.

OVER...

35,000

COPIES EVERY WEEK-
LY EDITION

OF THE

OMAHA BEE

IS WHAT THE ADVERTISERS GET.

If you will look over its advertising columns, you will find the names of all the successful advertisers of this country. That tells the story. THE BEE gets results. It does this because it enjoys the confidence of its readers—they believe in THE BEE and the statements of its advertisers. This brings returns, and that's what advertisers are looking for just now.



A. FRANK RICHARDSON,

Chamber of Commerce,
CHICAGO.

Tribune Building,
NEW YORK.

Cover this Prosperous Territory with One Big Paper.

Newark Evening News.

NEWARK, N. J., FRIDAY, APRIL 12, 1889. ONE TWO CENTS.

WEEKLY EDITION.
Third Edition.
COUNTY CLERKS
AND THEIR FEES
The legal advertising
of the Newark Evening
News is now
available at a
lower rate than
ever before.

Scale :
30 miles to
1 inch.

The Newark Evening News

SELLS OVER 36,000 COPIES DAILY, DISTRIBUTED AS FOLLOWS:

Newark, over	56,000	Elizabeth,	126
City of Orange,	2,689	Belleville,	335
The Oranges,	1,876	Harrison, Kearny and	
(including South Orange, Mountain Station, Maple- wood, Orange Valley, West Orange, Brick Church, East Orange.)		Arlington,	1,876
Morristown,	345	Nutley and vicinity,	206
Summit,	220	Watseessing,	231
Madison,	85	Bloomfield,	532
Short Hills & Millburn,	219	Montclair,	590
		Caldwell,	220
		Irvington,	548
		Rahway,	76

The NEWS also circulates largely in Chatham, Sterling, Murray Hill, Basking Ridge, Bernardsville, Gladstone, Green Village, Dover Rockaway, Morris Plains, Forest Hill, North Newark, Mendham, Avondale, Cedar Grove, Soho, Lyons Farms, Waverly, Newton, Westfield, Roselle and other smaller towns.

Advertisements received at the New York Office before noon secure insertion
in the NEWS of the same day if desired.

NEW YORK OFFICE:

73 WORLD BUILDING,
R. F. R. HUNTSMAN, Manager.

PRINTERS' INK is the one newspaper that all advertisers read.

If you would win the advertiser's chink—
Insert your paper's ads in PRINTERS' INK.

Mr. Publisher

Don't you want to advertise your paper in
PRINTERS' INK under the heading of
Your State or your Class?

One line in full face type, one year, 52 weeks, costs, \$26

Every other week, " 26 " " 13

Once a month, " 12 " " 6

Additional Lines at Same Rate.

If inserted in plain Roman lower case, caps and small caps, the price will be cut in two.

Six words make a line.

The Editor of PRINTERS' INK will prepare a condensed advertisement for you, such as he would recommend, and submit a proof and quote a price, if you ask him to do so.

If you have anything to propose, correspondence is solicited. Address,

PRINTERS' INK,

No. 10 Spruce St., New York.

...Blues...

"We are delighted with your Blue Job inks. We paralyzed an ink drummer by springing your prices on him." **LANDON PRINTING CO., Columbus, Ohio.**

"DEAR SIR—It may interest you to know our experience with job inks. We had a certain job which required considerable BLUE ink of a particular shade. We applied to a leading Boston firm for their bottom price for the ink required. They replied that the list price was three dollars a pound, but as we were good customers, and offered spot cash, they would make us a bed-rock, net price of two dollars a pound. We bought one pound of their ink at two dollars, sent you a sample, and obtained from you, at one dollar a pound, an ink which matched it, as near as we could see, in every particular. It certainly worked smoothly, matched perfectly, and we cannot tell by looking at two sheets which was done with the two-dollar ink and which with the one dollar—and we do not believe that the ink manufacturer can. We are glad to give you this unsolicited testimonial, because be believe in praising a good thing when we see it. We are using the four-cent ink obtained from you in place of ink which we had been paying twenty cents for. Respectfully yours,"

MASCOT PUBLISHING COMPANY, Boston, Mass.

"The Blue ink you sent me last was as good as any \$3 ink I ever used. No more high-priced inks for yours truly." **E. E. BROWNELL, Schenevus, N. Y.**

	Wade's Prices.	Levy's Prices.	Wilson's Prices.
Poster Blue, Light and Dark,	50c. and 75c. \$1.00	50c. and 75c. \$1.00	50c. and 60c. \$1.00
Ultramarine Blue,	1.00	1.00	1.00
Bronze Blue No. 1,	1.00	1.00	1.00
Medium Blue,	1.00	1.00	1.00
Dark Blue,	1.00	1.00	1.00
Extra Fine Bronze Blue,	2.00	2.00	2.00
Milori Blue Dark,	2.00	2.00	2.00
Fine Light Blue,	2.00	2.00	2.00
Fine French Ultramarine Blue,	2.00	2.00	2.00
Lake Blue,	2.50	2.50	3.00
Peacock Blue,	2.00	2.00	2.00
Blue Black,	1.50	1.50	1.50
Cerulean Blue,	3.00	3.00	3.00
Golden Blue,	3.00	—	3.00
Antwerp Blue,	2.00	—	—
Royal Blue,	3.00	—	—
Cobalt Blue,	2.00	—	—
Bremen Blue,	1.50	—	—
Violet Blue,	3.00	—	—

My Prices Are as Follows:

Any of the above inks quoted at \$1.50 to \$3 a pound I will match in $\frac{1}{4}$ -pound cans for 25 cents a can, or in larger cans at \$1 a pound. No blue ink was ever made that I am not glad to duplicate at \$1 a pound.

Any of the above inks quoted at less than \$1.50 a pound I will sell in three-pound cans for \$1 a can.

Any of the above inks quoted at less than \$1 a pound I sell in five-pound cans for \$1 a can.

For 100-pound lots in 50-pound cans or kegs deduct 10 per cent. Address (with check),

**PRINTERS INK JONSON,
No. 8 Spruce St., New York.**

Book Inks.

"We have been using your 20-cent book ink on publications which we previously used 30-cent ink."

MACCALLA & CO., Philadelphia, Pa.

"Your 20-cent ink is the most satisfactory book ink we have used in a long time, and takes the place of ink for which we have been paying 50 and 60 cents."

OHIO POULTRY JOURNAL, Dayton, Ohio.

"The book ink sent us is, as the college boys say, 'Pretty hot Stuff.' Send us 40 lbs. more."

INDEPENDENT, Edinboro, Pa.

"We printed an edition of 5,000 copies of a small pamphlet, and used less than $\frac{1}{2}$ of a pound of your fine cut ink. In all the writer's experience he has never seen an ink that would give such blacks as are fairly shown in the sample sent, the qualities of the paper varying so materially. We assure you of the continued patronage of this country print shop."

WHITE-WAGONER CO., East Aurora, N. Y.

	Wade's Prices.	Levy's Prices.	Wilson's Prices.
Book Ink,	25c. to 50c.	30c. to 50c.	35c. to 50c.
Extra Book,	75c. to \$1.00	75c. to \$1.00	\$1.00 to \$1.50
Book and Cut,	75c. to 1.00	50c. to 1.00	75c. to 1.00
Extra Fine Cut,	\$1.00 to 2.00	\$1.00 to 5.00	\$1.00 to 5.00

My Prices Are as Follows:

Any of the above inks quoted at from \$1.50 to \$5 a pound I will match in $\frac{1}{4}$ -pound cans for 25 cents a can, or in larger cans at \$1 a pound. No black ink was ever made that I cannot duplicate for \$1 a pound.

Any of the above inks quoted at less than \$1.50 a pound I sell in five-pound cans for \$1 a can.

For 100-pound lots in 50-pound cans or kegs deduct 10 per cent.
Address (with check),

PRINTERS INK JONSON,
No. 8 Spruce St., New York.

I have a special cut ink which I sell only in ten-pound cans, at \$5 a can, and it is considered the best and cheapest working ink ever seen. It is specially adapted to half-tone work, such as appears in the best printed monthly magazines. The half-tones in *Munsey's Magazine* are printed with this identical ink.

Job Blacks.

"The job ink purchased some time since is entirely satisfactory. I have paid double the price to other dealers for ink that is inferior to your four cans for one dollar."

STANDARD, Coalport, Pa.

"Your three pounds of Job Black for \$1 is entirely too good for the money."

J. A. O. CURRIER, Boston, Mass.

"The job ink received from you has proved a great success."

JOURNAL-MINER, Prescott, Ariz.

"Your job inks have given us perfect satisfaction."

C. W. JOHNSON & CO., Detroit, Mich.

"We have been using your ink for several months and find your News, Job and all your inks the very best. In fact we wonder how you can sell such inks for the prices you quote."

NEWS, Salisbury, Md.

"After a thorough trial of both litho and letter-press inks, I must confess I can find no fault in them, and your litho black is as good if not better than any I have yet been able to procure."

GAZETTE CO., Little Rock, Ark.

	Wade's Prices.	Levy's Prices.	Wilson's Prices.
Job Black,	50c.	50c.	75c.
Extra Job Black, . .	\$1.00	\$1.00	\$1.00
Extra Hard Finish Job,	1.00	1.00	1.00
Nubian Black, . .	—	—	1.00
Bond Paper Job	75c.	1.00	1.00
for Insurance Policy and Railroad Work, }			
Raven Black,	—	—	1.00
Fine Card and Job, . .	\$2.00	\$2.00 to \$5.00	2.50

My Prices Are as Follows:

Any of the above inks quoted at from \$2 to \$5 a pound I will match in $\frac{1}{4}$ -pound cans for 25 cents a can, or in larger cans at \$1 a pound. No black ink was ever made that I cannot duplicate for \$1 a pound.

Any of the above inks quoted at less than \$2 a pound I sell in three-pound cans for \$1 a can.

For 100-pound lots in 50-pound cans or kegs deduct 10 per cent.
Address (with check),

PRINTERS' INK JONSON,

No. 8 Spruce St., New York.

The Sunday Post-Dispatch goes into more St. Louis homes than any other two Sunday papers printed in St. Louis.

Below are printed the figures showing the net circulation of the Post-Dispatch for each day of the month of April just closed. The net average circulation during the month was **77,973**, but it is noteworthy that while the month began with a circulation of **76,590**, it ended with a circulation of **80,231**, a net gain during the month of **3,641** copies.



The St. Louis Post-Dispatch.

77,973!

Average NET CIRCULATION per day for the Month of April.

April 1	76,590	April 16	76,876
2	76,986	17	77,300
3	76,779	18	78,193
4	76,880	19	78,358
5	76,841	20	78,210
6	75,703	21	78,251
7	79,626	22	78,200
8	76,647	23	79,042
9	76,979	24	79,334
10	77,518	25	79,501
11	77,056	26	80,391
12	77,612	27	79,191
13	75,787	28	79,154
14	78,593	29	80,762
15	76,622	30	80,231

Total, - - - **2,339,213**

Average Per Day, - - **77,973**

Circulation Books and Accounts open to the inspection of any advertiser.

St. Louis Post-Dispatch,



PUBLISHED BY
The Pulitzer Publishing Co.,
Founded by JOSEPH PULITZER.
CHARLES H. JONES,
EDITOR AND MANAGER.



P. I.

By L. H. Ascherfeld.

We all know well the printer stands
Aghast at sight of P. I.;
But place the dots as we have done,
And note his sparkling eye.
Why, every man who writes an ad
To make his business go,
Rejoices when he reads P. I.,
Because it aids him so.

These letters stand for PRINTERS' INK,
A journal good and true,
Which goes to men who advertise,
And tells them what to do
To make their ads the kind of ads
That catch the people's eye,
That please their souls, impress their minds
And bring them in to buy.

It's filled with things you ought to know,
To make your adverts pay,
And know you not just what to write,
'Twill teach you what to say.
So write at once to Spruce street,
Inclosing dollars two,
And have this useful journal sent
From week to week to you.

JAPANESE JOURNALISM.

The office of the Nichi Nichi Shim bun, the leading Tokio journal, is a curiosity shop to the journalist of the Western world. About one hundred and fifty people are employed, six of these being compositors. But each compositor has a half-dozen assistants. Copy is cut into large "takes" and handed to the scholarly compositor. This individual wears a pair of goggles spectacles of enormous magnifying power. He is prepared to drop any one of the 4,000 character blocks into his "stick." He has before him a case containing forty-seven kana syllables, wherewith he connects the ideographs. Taking his copy, the compositor cuts it into bits and passes it over to his boy assistants. These bright fellows go hunting about the office for the required Chinese picture words. While doing this they sing the name of the character they are looking for. All is bustle, jollity and noise. When a boy has collected the characters called for on his "take," he delivers them to the scholastic compositor, who places them in order, along with the connecting kana before him.

When made into forms, the modern stereotyping process is employed, and the printing is done on hand-fed flat bed cylinder presses. It will thus be seen that the Linotype machine, which is quickening and cheapening the newspaper production of our country, is not practicable here. With the Roman alphabet the Japanese newspaper, cheap as it is, would be still further cheapened, and certainly improved a hundred fold.—*N. Y. Herald.*

JEWELERS should keep a good watch on their advertising as well as in their stock.

In the Jewelers' Weekly Directory, 314 pages, is a list of the names and factory and office addresses of the manufacturers, jobbers, importers and retailers in the jewelry field; also a list of firms engaged in kindred trades, such as art pottery, cut glass, optical goods and machinery. Another feature is 200 illustrations of trade-marks used for sterling silverware, silver-plated ware, cut glass and art pottery. The price of the Directory is three dollars, and it is published at No. 175 Broadway, New York.

TO WHAT HE PINS HIS FAITH.

It is said that the man who stands barefooted upon a polar bear's pelt just as the clock is striking seven on the seventh day of the month will have a surpassing run of luck for the next twenty-one days; and yet I pin my faith to Senator Quay's old-time rabbit foot caught in the full of the moon in a graveyard by an aged colored person of irreproachable habits.—*John Wanamaker, in the N. Y. Sun*, May 6, 1895.

ADVERTISING LOCAL CITY STORES.

[From a contributor with a vivid and rosy imagination.—Ed. P. I.]

NEW YORK, April 29, 1895.

Editor of PRINTERS' INK:

From time to time editorial paragraphs have appeared in PRINTERS' INK referring to the fact that it is almost impossible to effectively advertise a strictly local store in a large city. A local store has, we will say, between five hundred to a thousand customers—that is to say that number of people come into the store during the year and purchase more or less, according to their needs. The object sought in advertising a local store is two-fold; first, to increase the purchases of those who are already customers, and second, to secure new customers. To do this through the newspapers would be manifestly absurd; for to reach the five hundred or so people patronizing a store, or apt to patronize it, it would be necessary to use every newspaper in the city.

Newspapers are absolutely the best advertising media in existence, and any plan or scheme for effectively advertising a local store or combination of stores in a large city, which is to be permanently successful, must be a modification of newspaper advertising adapted to the peculiar conditions under consideration. Such a modification I am about to describe. I may add that the idea was tried by a few firms in conjunction a few years ago, at my suggestion, and was very successful.

Six firms were interested in the little venture, which was managed as follows:

From one of the ready-print establishments in New York a "ready-print" of sixteen pages, about 10x12 inches, was ordered. Of course this was filled with the most interesting miscellany obtainable. The cost was exceedingly small, about \$10 a thousand. To this was added the cost of composition on five columns of ads, about \$6, making \$16 in all. Four firms took a column each, while the remaining two divided a column between them.

Here, then, was a little magazine filled with the most interesting "patent insides," and containing the ads of half a dozen firms—newspaper advertising in miniature. How to distribute the edition was the next point to consider. A subscription price was fixed—\$1 a year for twenty-six numbers—a few subscribers were obtained, and the publication was then entitled to pound rates. A thorough canvass of the neighborhood was made for names, to whom specimen copies were sent. Premiums were offered, and soon the subscription list was swelled by dozen of names. The object sought was to have people see the periodical twenty-six times a year—constant droppings will wear away a stone.

Fifteen hundred subscribers were obtained within a year. Of course few paid a dollar for their subscription. Often it was "thrown in" with \$5 worth of goods, or practically given away in some other manner. That the

ads were read was evidenced by the fact that the special offers made in the advertising met with the most gratifying responses. Soon other merchants joined the procession and thus reduced the expense.

Now for a pecuniary recapitulation:

Debit.	
1,500 ready prints, about.....	\$15.00
5 columns of ads to set up.....	6.50
Postage, approximately.....	2.00
Writing ads and clerical expenses.....	10.00
	\$33.50
For 26 issues.....	26
	\$87.00

Credit.

Approximate value of cash subscriptions received..... \$250.00

Cost of the publication..... \$621.00

Divided into six portions..... \$103.50

That is to say, for about \$2 a week a local advertiser had a column of advertising every two weeks in practically a legitimate publication, reaching only those apt to become purchasers of his wares. Of course the dry goods store had the widest field; but as special bargain advertising was used by each of the advertisers, the results were amply justified by the experiment. A SUBSCRIBER.

A SOAP AD.

NEW YORK, May 1, 1895.

Editor of PRINTERS' INK:

This is a clever verse that the Ivory Soap people are using in the street cars:

When sand's as good as sugar,
When chalk's as good as milk,
When eighteen inches make a yard
And cotton equals silk,
When fourteen ounces make a pound
(And that you'll not allow),
Then common soaps may be as good
As Ivory Soap is now.

F. J. BENJAMIN.

◆◆◆

WORDS OF PRAISE.

SAN FRANCISCO, Cal., April 26, 1895.

Editor of PRINTERS' INK:

Fifteen years in the advertising harness, with four years' perusal of the pages of PRINTERS' INK, prompts me to say:

It's a rattling, up-to-date "Advertiser's paper"; the best that comes to this laboratory; an educator in the art of advertising, that wide-awake business and professional men cannot afford to be without or wink at! Why?

Because it is brimful and running over with interesting, bright, newsy, original and profitable "ideas and thoughts" of vital import to his "best and dearest interests." Long may PRINTERS' INK live, flow and prosper in this busy "business world" of ours.

E. COTTON SMITH,
Adv'g M'g'r Caloric Vita Oil Co.

ALL WOOL

HERKIMER, N. Y., May 6, 1895.

Editor of PRINTERS' INK:

One of our clothiers recently used quite a novel way of advertising. Last Saturday he put a live lamb in his window, with a large sign, which read: "This lamb is all wool, like our clothing." It created quite a sensation here.

CHAS. A. JACKLE.

HE THINKS IT CLEVER.

NEW YORK, May 2, 1895.

Editor of PRINTERS' INK:

I think the inclosed ad from the want col-

WANTED AT ONCE—Some one who reads these lines to say that "advertisements are never read."

ums of the Chatham Courier is clever.

THOS. RAINES.

◆◆◆

ALL ARE ILLUSTRATED.

DEMPSTER BROS.,
Printers and Engravers.

SAN FRANCISCO, Cal., April 27, 1895.

Editor of PRINTERS' INK:

Can you tell us if there is any directory published which indicates whether a paper is illustrated or not? If you can, kindly give us the name of it and by so doing very greatly oblige.

Yours respectfully,

DEMPSTER BROS.

A directory of illustrated newspapers would be simply a complete newspaper directory. All newspapers have pictures now, and the disease is on the increase.—ED. P. I.

◆◆◆

BOTH ARE VALUABLE.

BOSTON, Mass., April 5, 1895.

Editor of PRINTERS' INK:

I inclose two large ads of two of Boston's largest billposting and advertising distributing firms, clipped from the *Standard*, the new Boston morning daily. Another firm in this line, Donnelly & Sons, have also used large space for advertising their business.

The fact of an advertising firm of this kind advertising in the newspapers supports the assertion that newspapers are the best and most widely read advertising media; for even allowing that the ads were "taken out in trade," as some affect to believe, in return for posting the *Standard's* bills, these shrewd business men would hardly throw away the chance of getting their money, by taking ads, unless they deemed that newspaper advertising was a good investment.

I do not mean to imply, by this, that billposting and such methods of advertising have no merits and give no returns, but I do assert that newspapers or magazines are in most instances the best method of advertising and if judiciously handled, will give far better returns, in proportion to the outlay, than any other form of advertising.

Very truly yours,

FRANK N. HOLLINGSWORTH.

◆◆◆

WANT TO BE BOTHERED.

NEW YORK, May 2, 1895.

Editor of PRINTERS' INK:

I believe the inclosed heading of an ad of

PLEASE BOTHER US.

Bother us often.

Bother us hard.

Please do ! ! !

Wm. G. Johnston & Co. will be interesting to your readers.

EDWARD HALLETT.

HE READ IT.

WINNIPEG, Can., May 2, 1895.

Editor of PRINTERS' INK:

I do not know what the merits of this form of advertising may be, but I know I

The Permission was Granted.

They had been but a few months married, and she kept pressing him eagerly to spend his evenings at home; but she objected to his smoking in the drawing-room, and the advent of winter had driven him from the veranda, where in pleasant weather he had enjoyed his cigar. His greatest desire was to please her, but as he looked out at the first light November snow swirling around, the desire failed, and drawing a chair near to the grate, he lit his cigar. Shortly after she entered the room, and he was pleased to note in her face an expression of pleasure instead of disapproval. "What kind of a cigar is that you are smoking?" she asked, smiling. "The Flor de Bahama," he replied. "What a delightful aroma," she said, drawing near him and inhaling the scent of his weed. It was his moment to push the conquest, and slipping his arm around her waist, he asked, "Have I then permission to smoke those cigars here with you?" Once more she inhaled the curling smoke, and then replied, "Certainly. No one could object to so delicious a scent in a room. But, George, do not smoke those horrid weeds you have been using before." Thus it is with the "Flor de Bahama." The most fastidious among the fair sex relish its beautiful aroma in the air they breathe. This cigar is manufactured only by TASSE, WOOD & CO., RELIANCE CIGAR FACTORY, MONTREAL.

read it through, although I knew it was an ad from the fact that it appeared in the ad columns.

R. THOMAS.

WHAT HE EXPECTS.

PAULSBORO, N. J., May 6, 1895.

Editor of PRINTERS' INK:

It may interest you to know that to-day I received a reply to my advertising in PRINTERS' INK from England. A few weeks ago I received one from British Columbia. I expect one from the North Pole soon.

H. P. BROWN.

HE SUGGESTS ADVERTISING TO GROCERS.

Editor of PRINTERS' INK:

Perhaps every advertising man connected with papers in the smaller cities has met dealers who were thorough believers in the efficacy and benefits of advertising, and were ambitious to avail themselves of its advantages, but considered that they were so handicapped by the nature of their business and environment that they hesitated to invest in it.

This is more especially the case among retail grocers and druggists, whose business is not extensive. The former appreciate the hopelessness of competing with the mammoth grocery concerns in prices or variety, and are consequently confined to the local trade of their particular part of the city, which generally comes without solicitation.

Dealers of this class, who wish to exercise their latent enterprise and experiment in advertising with almost a certainty of returns, can pursue no safer course than to select a specialty from their stock and exploit it. Judiciously, persistently and particularly, and their other business incidentally. It

makes but little difference what the article is, just so it is something of general use. If properly advertised it will sell, be it soap or champagne.

A few years ago the writer, in conversing with a young and ambitious grocer, suggested this idea to him as a safety valve for his surplus enthusiasm on the subject of advertising. He accepted the suggestion and selected coal-oil as the article to experiment on. Choosing a distinctive name—short, catchy and appropriate, which was copyrighted—he began a systematic and liberal course of advertising. The newspapers, of course, received the bulk of his expenditure, but all other methods were utilized as far as practicable and profitable. The consequence was that, although this coal-oil was sold at a considerable higher price than other oils, he secured the best trade of the city and surrounding country, and the additional custom brought to his store started him on the road to prosperity. His oil was the best procurable and was the criterion by which other oils sold in the city were compared. "As good as Geocene" is a first-class recommendation for oil in the locality referred to.

Since then the writer has seen this idea carried out successfully with other articles. One dealer made a hit with a superior article of syrup, put up in gallon jugs and neatly labeled; another with spices, another with teas in pound packages.

The grocery business furnishes innumerable opportunities for safe and profitable advertisement investment in this line. The grocer who selects something of general use, advertises it extensively, fills orders with a superior article, and "keeps everlasting" at it, will attain success. In advertising a specialty, the paint brush, circular, and advertising novelty can be used in connection with the newspapers. The distinctive name selected should be emblazoned on the fences and dead walls until it is as familiar as the "STxi86o," of the Plantation Bitters people, was a decade ago. The circular, if gotten up properly, has its uses, but over and above all the newspaper should be the chief beneficiary.

The result to be attained by this method of advertising is not only the profits realized from the sale of the specialty. A superior article, although high priced, will attract the best and most desirable class of customers to your place of business. Once there their purchases will usually extend beyond the one article which attracted them.

J. M. CRAYTON.

DROP CURTAIN ADVERTISING.

PHILADELPHIA, May 4, 1895.

Editor of PRINTERS' INK:

The drop curtain of the Walnut Street Theater, in Philadelphia, presents a coaching scene—the New York and Jersey four-in-hand drawn up for change of horses at the door of a tavern, inscribed with this placard:

YOU CAN SMELL THE HOPS

IN

WALHALLA AND LORELLE BEER.

PHILADELPHIA BREWING CO.

THE ONLY PURE BEER BREWED.

A fence is painted vividly and dedicated to the advertising of the B. & O., while the four-in-hand has "Hotel Stratford" on its side in big, bold letters.

HE THINKS IT A GREAT IDEA.

BOSTON, May 5, 1895.

Editor of PRINTERS' INK:

Why would not a scheme like this be a good and novel advertisement for some clothing house, or better still some newspaper? The idea is to distribute bulbs or onions of some plants such as the gladiola or dahlia, etc. A small flower pot with the name of the advertiser glazed on its sides, with the bulb imbedded, would be a splendid way to do it. A prize should then be offered and awarded for the best blooming plant after a certain number of weeks. This would interest housewives and would bring the name of the advertiser into the family circle.

GEO. VOELKER.

BAD ASSOCIATION

EAU CLAIRE, Wis., May 2, 1895.

Editor of PRINTERS' INK:

I think this is a poor ad of a Wisconsin



druggist. What mother would be induced to give her children a medicine that is associated in her mind with pigs?

PETER RICH.

A DILEMMA.

NEW YORK, May 4, 1895.

Editor of PRINTERS' INK:

I would like to have the opinion of your readers as to the best way to enter a subscriber on our printed mailing list who has just paid up to the year of 1900; 98 and 99 are easy enough, but when it goes to 1900, shall we call it 100, or what? BENJ. LILLARD,
Publisher *Popular Science News*, 19 Liberty
St., N. Y.

AN ANTI-TRILBY AD.

NEW YORK, May 3, 1895.

Editor of PRINTERS' INK:

What do you think of this ad? I think the advertiser is a smart man in not suc-

GIVE TRILBY A REST!

We have Ladies' Shoes and Oxfords that fit common, every-day feet.

cumbering to the Trilby mania. I clip the ad from a Wisconsin paper. ROBT. MURRAY.

WASHINGTON AD WRITERS.

Office of
"THE EVENING STAR."
WASHINGTON, D. C., May 6, 1895.

Editor of PRINTERS' INK:

I have read with much interest and appreciation a communication in last week's PRINTERS' INK signed by F. Jay Benjamin, which is mainly a highly deserved recognition of the very clever work of Mr. Pliny Moran, the advertising manager of Robinson, Cherry & Co. So far so good.

In the beginning of Mr. Benjamin's article is the following statement:

"Washington is far behind New York in the advertising line, but with more men like Mr. Moran it would not be long before that city rivals the metropolis."

Why the advertising writers of Washington should be singled out for this undeserved obloquy is not apparent, and it seems necessary for some one who is familiar with their work to resent this atrocious stigma.

We are quite prepared to hear calmly the statement that New York has more newspapers, more theaters and more people.

We are even willing to admit it. But in the quality of the advertisements it is pretty rough on the clever men of this city, who have been putting their gray matter into the advertisements they have prepared and have won for Washington newspapers the reputation of having the most interesting advertising columns of any papers in the country, to place them below the awful drivel common to the Gotham advertiser—always barring Mr. Gillam.

The remarkably high average of the Washington advertisements was recently commented on by *Braains* as follows:

"It is not too much to say that in proportion to the amount of space used there is more good advertising done to-day in Washington, D. C., than in any other city."

Mr. Benjamin is either a person of exceedingly weird taste or he wrote of something that he simply knew nothing about.

In Washington the woods are full of advertising writers who have something to say and know how to say it well.

FRANK B. NOVES.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

OLD type metal and electrotypes purchased.
Address J. CAWE, 41 Park Row, N. Y.

I WISH to act as special agent for another good paper in Chicago. Highest references. Address "SPECIAL," Printers' Ink.

BRIGHT young man, experienced, to do entire local work for daily. Must furnish references. Address "J. W. P.," care Printers' Ink.

THERE is a printer in a Kansas town who can write good ads in any style, and he wants a position. Has originally "AMBITION," care Printers' Ink.

WANTED—Printer with small newspaper outfit or cash to accept grand chance; York State; plenty work. Address "W.," U. P. Co., 16 Vandewater St., N. Y.

SILVER DOLLARS wanted in exchange for Catalogues and Circulars by the million. If interested, address H. E. BECKER, Printer, 306 Dearborn St., Chicago, Illinois.

PRINTERS' INK.

BRIGHT, energetic advertising man, age 27, wants permanent position. Experienced all over. References of the best. Monetary ideas moderate. "A," care Printers' Ink.

FUNNY COLUMN—I have exceptional facilities for preparing humorous department, original and selected. Correspondence solicited. SANDERS, 1 Greenwich Pk., Boston, Mass.

WANTED—A partner, with capital, for the publication of a weekly devoted to the financial and political economy of this country. J. G. HERTWIG, 45 Ninth St., Cincinnati, O.

WANTED—Small, fetching illustrations, to fit advertising ideas—plenty of black and white. Address, with samples, PAPER AND PRESS, 1414 South Penn Square, Philadelphia.

I AM a reporter and practical printer, own a complete No. 2 Chalk Plate outfit, can make portraits, cartoons, advertising and job cuts, etc., and want a permanent position. Send for samples of work and references. E. L. KIRK, JR., DuBois, Pa.

WANTED—To exchange, an interest in a good gold, silver and lead mine, now being operated in the rich Kootenai country, for a printing outfit; suitable for a magazine. Brevier type preferred. Address GOOD THINGS PUB. CO., Cedar Falls, Iowa.

WANTED—Business manager wants to form a partnership with experienced editor, having several thousand dollars, for purchasing only evening paper in Western city of 25,000 population. Splendid property and exceptional field. Address "Q," Printers' Ink.

A THOROUGH business man, with 18 years' experience and practical in all branches of newspaper work and printing, desires position as business or advertising manager of some daily willing to pay a salary commensurate with ability. Address "WATSON," care Printers' Ink.

ADVERTISING manager of large and well-known weekly is open for an engagement; has also ample experience in subscription and premium department. Would also be willing to take charge of large advertiser's advertising and printing. Highest references. Address "127," Printers' Ink.

WANTED—Agents, exclusive territory, continuing employment. Our leader now—a seller, staple as flour—the new, up-to-date Reversible 6-foot Statistical Wall Map of U. S. and World. The only map showing as much in the world, likewise the best map for general use ever published; so conceded by its publishers, the largest compilers and publishers of maps in the world. Sells it $\$5.00$; retail to agents $\$1.00$, post-paid. Particulars for stamp. ST. LOUIS CALLERS' REGISTER, Reed Bldg., St. Louis, Mo.

♦♦♦
NEWSPAPER INSURANCE.

TH E YANK, Boston, Mass., wards off business death, 60,000 monthly.

♦♦♦
STREET CAR ADVERTISING.

FOR Street Car Advertising, everywhere, GEO. W. LEWISCO, Girard Bldg., Phila., Pa.

♦♦♦
SPECIAL WRITING.

OUR paragraphs make papers entertaining. ORIGINAL IDEAS CO., 1008 Ward St., Phila.

♦♦♦
CLIPPING BUREAU.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press Clippings for Advertisers, Class Journals, Authors.

♦♦♦
TRADE CATALOGUES.

FREE SILVER not wanted, but will give good value in Catalogues and Circulars for some. If in need, address H. E. BECKER, Printer, 365 Dearborn St., Chicago, Illinois.

♦♦♦
PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

SPECIAL NOTICE.

NOTICE—Henry Iherin's authority to solicit advertising for this company has been withdrawn and he duly notified of the same. STANDARD PUBLISHING CO., Publishers the Syracuse Standard.

Syracuse, N. Y., April 26, 1895.

MERCANTILE LAW.

CAVANAGH & THOMAS, Omaha, Nebraska, lawyers and adjusters. Collections of jobbers handled anywhere in Iowa or Nebraska with success; 2,000 of the leading Eastern jobbers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, W. & J. Sloan, New York City.

MISCELLANEOUS.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

"**I**N her POST-INTELLIGENCE Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

THE Buckeye Chalk Plate Co., 52 Frankfort St., Cleveland, Ohio, recasts plates less than 60 per cent original cost. Write for circular.

ADDRESSES AND ADDRESSING.

ENVELOPES, wrappers, etc. addressed ready for mailing, $\$1$ per M. J. C. TOWNSEND, Minneapolis, Minn.

LETTERS bought, sold or exchanged. Big lot to rent, all kinds, either sex. ADVERTISERS' LETTER BUREAU, 447 6th Ave., N. Y.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Debitable letters a specialty. A. LEFFINGWELL & CO., 118 Dearborn St., Chicago, Ill.

ILLUSTRATORS AND ILLUSTRATIONS.

SOILD TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOILD TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

TOP off your ad with a clever, attractive little sketch. Ten, made to fit your ads, $\$5$ O. K. or money returned. R. L. WILLIAMS, 83 L. & T. Bldg., Washington, D. C.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD., 10 Spruce St., New York. Special prices to cash buyers.

ENVELOPES—10,000 good quality No. 6 White Envelopes, printed with your card, for \$13.00, cash with order: 5,000, $\$6.75$. CHAS. BUCHAN, 2nd, Seneca Castle, N. Y.

STATE maps, 1895 edition just out; wall map, new feature, retail $\$3$, to agents $\$1$. Pocket size 50c. less; vest pocket size, with index, 75c. less. Address ST. LOUIS CALLERS' REGISTER, Reed Building, St. Louis, Mo.

10,000 5-lb. Packet Heads, ruled, and 10,000 5-lb. White Envelopes, 6%, full government; both with your card printed on for $\$20.00$ spot cash, f. o. b., Holyoke. Send for samples. Larger quantities, lower rates. GRIFITH, AXTELL & CADY CO., Embossers and Printers, Holyoke, Mass.

PRINTERS' INK.

27

PRESSWORK.

IF you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. FERRIS BROS., 324-330 Pearl St., N. Y.

PRINTERS.

VAN BIBBER'S Printers' Rollers.

PRINTERS—We make type, cases, stands and chase—everything that a printer needs—and our prices are the best. See us first. WALKER & BRENNAN, 301 to 305 William St., N. Y.

BOOKLETS by the million, to advertise your business. 5c. per 1,000 up. Write for estimates on your work. Lowest prices in the U. S. SPRINGFIELD PUB. CO., Springfield, Mass.

BILLPOSTING AND DISTRIBUTING.

P. PRINTZ, distributor of advertising matter, 730 9th St., N. E., Washington, D. C.

P. P. FODREA, distributor of advertising matter, 116 East Ninth St., Grand Island, Neb.

B. F. BRUNN & CO., Distributors of Advertising Matter and Billposters, St. Charles, Mo. Reference: Any bus. new firm in the city.

THE J. E. STROYER CO., 333 Central Ave., Rochester, N. Y., places advertising matter anywhere in Western New York. Write to them.

ELECTROTYPE.

ELECTROTYPEING—Honest work at honest prices. THOS. H. CROSELY CO., 119 Leonard St., N. Y.

STEREOTYPE, LINOTYPE AND ELECTROTYPE metals; copper anodes; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

PAY 25¢ and get our best half-tone portrait. All kinds of cuts at prices surprising. Write us your wants. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

YOU may write your own ads, but one thing sure—you can't make your own cuts. Think of us; \$1.50 for best half-tone cut; prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

ADVERTISING NOVELTIES.

SILVER-PLATED strawberry hullers. Sell for 15 cents. If you use novelties, I'll send samples. M. lots 75 per cent. E. L. SMITH, Codman Bldg., Boston.

IHAVE a "trade puller" for retailers. Costs you 5c. each with your ad on. Send stamp for sample and terms. BLACKMER, 41 E. Indiana St., Chicago.

GRANDMA'S ROCKER, the latest ad carrier, places the ad before the family and keeps it there without cost. Samples free. F. P. HARDEN, P. O. Box 1758, Boston, Mass.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MEMORIAL DAY—Send for sample of our specialty for Memorial Day. Best thing of the year for advertising men, printers and Grand Army men. CONTINENTAL PRINTING CO., successors to J. A. & R. A. Reid, Providence, R. I.

ALL the American National Songs, neatly bound; in constant demand. Will print your ad on all four pages of cover. The short-cut to every household. Send for sample and estimate for specified quantity. No postal requests noticed. THE CURRENT PUBLISHING CO., 1035 Filbert Street, Philadelphia, Pa.

\$100 FOR A NOVELTY—We will pay \$100 for the best original idea or design for advertising novelty sent us before July 15th, 1896. Originality and adaptability to govern award. The prize design to become our property on payment of award, which will be made July 26th. Designs not accepted will be returned. Address "NOVELTY," C. W. JOHNSON & Co., Detroit, Mich.

MEN WHO THINK.

THE most attractive advertising page in Printers' Ink of May 1st was page 7. See if you don't think so.

TO LET.

YANK, Boston. Space.

GOOD HOUSEKEEPING. Space. H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

GOOD HOUSEKEEPING. Space. H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are on only one flight of stairs and are well-lighted and the pleasantest offices in the building. Size of large room about 2 x 12; smaller, 10x15. If wanting such offices, please call and talk about price, etc. Will be fitted up to suit. Address GEO. P. ROWELL & CO.

ADVERTISING AGENCIES.

AGENCIES know GOOD HOUSEKEEPING.

AGENCIES know GOOD HOUSEKEEPING.

EDITORS—Send ad rates, disc., etc., to BLISS BLACK, Adv. Agt., 180 Tremont St., Boston.

STANLEY DAY, New Market, N. J. ADVERTISING GUIDE, 25c. a year. Sample mailed free.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

WE'RE not as old as some; don't charge you for centuries of fossilized experience. We're young, up to date, rustlers; have our fortunes to make—going to make them, too, by giving our clients the best 19th century service in the world. Write for references, rates, samples. WILDER & CO., 62 Market St., San Francisco.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 60,000 monthly.

ROCKLAND, Maine, DAILY STAR. Only daily R in three counties.

If you advertise in Ohio you will get results. For particulars address H. D. LA COSTE, 38 Park Row, New York.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

"In her Post-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

IOFFER advertisers papers that bring results. H. D. LA COSTE, 38 Park Row, New York. Agent for good mediums only.

THE DAILY GERMANIA, Milwaukee, can prove a larger circulation than any other local German daily. Use it for the Milwaukee trade.

THE MIDLAND MONTHLY, Des Moines Iowa, reaches the best people in the eight Northwestern States. Employing no Eastern solicitor, it makes a uniform rate so low that advertisers get big returns on small investments.

NEWSPAPERS getting up anniversary or souvenir editions and requiring a handsome design for the outside cover, can arrange for same with THE LOTUS PRESS, 140 W. 23d St., N. Y. City, and be assured of getting successful results.

ARE you advertising in Ohio? We invite your attention to the Dayton MORNING TIMES, circulating 4,500 copies daily; the EVENING NEWS, 9,500 copies each issue, and the WEEKLY TIMES-News, 4,500 copies; are the representative family newspapers of Dayton, and with their combined circulation of 16,000 copies daily thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the News and TIMES are long established journals, and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. Address H. D. LA COSTE, 38 Park Row, New York.

ADVERTISING SOUVENIRS.

SOUVENIR glass advertising pen; writes 1,000 words with one dip of ink; your card in the hollow handle; \$15 per thousand; \$70 for 5,000. Samples 5 cts. JOHN JACKSON, Station K, N.Y.

ADVERTISEMENT CONSTRUCTORS.

JED SCARBORO.

A DDISON ARCHER, 1 Union Sq., N. Y.

A DS SMITH. Baltimore. Washington.

S MITH has ideas. Baltimore. Washington.

F. MCC. SMITH. Baltimore. Washington.

F. MCC. SMITH. Baltimore. Washington.

F. MCC. SMITH. Baltimore. Washington.

FETCHY ads. JAMES R. LONG, Wash., D.C., 1308 B St., S.W.

B USINESS literature—interested? I assume all details of writing and printing. CLIFTON WADY, Somerville (Boston), Mass.

I'M BUSY. If I get busier prices will go higher. For the present 25 retail ads \$10. J. H. SUBERS, 4 New Chambers St., N. Y.

A SAFE rule to follow: No matter who does the writing of your ads, circulars or booklets, be sure to have WM. JOHNSTON, of Printers' Ink Press, do the printing.

W HY WANT TRADE!—When I will write you free a trial advertisement suitable for your business; send 10 cents postage. W. C. STEWART, 4114 Elm Ave., Philadelphia.

C ONTRACTS for 365 advertisements a year.
313 " "
32 " "

E. L. SMITH, Codman Bldg., Boston, Mass.

" THE advertising you wrote for us three years ago is still doing good work," said a client to me the other day. Well, that's what it was for. WOLSTAN DIXEY, 80 World Bldg.

Q UR RETAIL ADS are unlike those of any other writer's. We have a style new and distinctly our own—up to now used only in San Francisco, where it has produced excellent results. Write us about it. WILDER & CO., 621 Market St., San Francisco.

I HAVE written almost every kind of advertising, for almost every kind of business, and not once have my ads been found unworthy of the price charged. I'm not egotistically inclined, but I really believe I can please everybody. H. P. BROWN, Paulsboro, N.J.

D OES the printed matter which you have been putting out pay? If it does not we are confident we can make it. Remember we do the whole business, writing and printing. If you mean business send for samples. Address WM. JOHNSTON, Manager Printers' Ink Press, 19 Spruce St., New York.

"**A**DVERTISING FOR RETAILERS." 64 pages, 25 cents. If you don't get a quarter's worth you may have your quarter back. CHAS. AUSTIN BATES, Vanderbilt Building, New York.

T HESE are the things I've been writing about since May 1: Laundry soap, flavoring extracts, shoes, corn remedy, dyeing, stationery, groceries, silk waist, California wine, advertising novelties, Number 1 toilet preparation, diamond dust and cleaning. Hardly a subject I haven't tackled. If you are a business man seeking the best there is in the field of advertising, I want to send you something to think about. JED SCARBORO, Box 63, Station W, Brooklyn, N.Y.

I PREFER to write medical advertising, because I've had thorough and practical experience in that line for ten years. I've no technical difficulties to contend with. I desire to hear especially from those just starting or those who have good remedies that do not go. It has been my business to know all about the remedies on the market, even to the formulas. Have had a pretty good chance to get near the heart of the matter. ULYSSES G. MANNING, So. Bend, Ind.

T HAT eight-page booklet of mine tells a good deal about my business of writing advertisements. Concerning this booklet the Bissell Carpet Sweeper Co., of Grand Rapids, Mich., says: "It is certainly an attractive piece of printed matter and a credit to its producer." Mr. J. S. Meigs, of St. Johnsbury, Vt., says: "Your book is very good." I will send a copy to anybody who is interested. Professional sample collectors will please not ask for it. BERT M. MOSE, Box 283, Brooklyn, N.Y. Ten retail ads, \$10. Booklets, \$1 a page. Ten medical ads (6 inches or less), \$20.

I N its business of fine printing the Lotus Press not only has its own artists, but is in touch with all the prominent illustrators and designers, and knows just what class of work each one is best fitted for. This places them in a position to furnish drawings or cuts for any purpose. It is sometimes necessary to have two artists work on the one drawing, as each has his own specialty, and while they are willing to attempt what is out of their line, the best results can only be attained by apportioning to each what he does best. Handling a great deal of this class of work, it is only natural that The Lotus Press can make better terms with the artists than the person who only has an occasional order. For illustrations or any kind of illustrated printing write to THE LOTUS PRESS, 140 W. 23d St., N.Y.

T RADE-MARKS, crests and monograms are valuable to every advertiser. A good trademark photograph itself on the public mind and leaves an impression that cannot be obliterated. Every one remembers the cut of the black crow in connection with Caw's Ink; or the little tot writing "Chocolate Menier" on a wall; Blackwell's Durham Tobacco Bull; the pleasant-faced old gentleman who wears a broad-brimmed soft hat and smokes a cigarette; the old spinning-wheel which stands for McCutcheon's Linen; Adams' Tutti Frutti euche problem. We will furnish a trademark in two sizes for \$10, suitable to use in ads and on your printed matter. Trade-marks that will identify your business by individualizing and emphasizing your name and name. Send \$10, with your business card and particulars, and we will submit a drawing before making the finished cut. THE LOTUS PRESS, High-grade Printers, 140 W. 23d St., N.Y. City.

MEDICAL ADS.

On May 7 I received an order from one of the largest advertisers in the world for a series of 52 illustrated medical advertisements. The price agreed upon was \$12 each; \$624 for the whole series. I have worked for this man before and he says that my work is the best he ever had. I want similar orders from other large advertisers.

My booklet, "The Art and Literature of Business," sent free to advertisers. Those who are not advertisers and are only curious really ought to send five 2-cent stamps.

Charles Austin Bates

1413-1414-1415
Vanderbilt Building, New York.

BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 312 North 17th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

AMERICAN NEWSPAPER DIRECTORY for 1895 (issued June 15th). Describes and reports the circulation of 30,356 newspapers and periodicals. Pays a reward of \$25 for every case where a publisher is not accorded a circulation rating. Correspondence with publishers is free. Statement in detail if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue. Over 1,000 pages. Price, Five Dollars; 36 cents extra for postage if forwarded by mail. Address GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

FOR SALE.

\$1 BUYS 4 lines 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

\$22 BUYS 100,000 6x9 circulars. MAYER'S ELECTRIC PRESS, Madison, Wis.

"IN her Post-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast." —*Harper's Weekly*.

FOR SALE—One-third interest in a first-class job and newspaper office. Am interested in other business and will sell very low. Box 1506, Springfield, Mass.

A SMALL amount of cash will buy a newspaper and job office; well equipped. Town of 4,000. Healthy section of Southern Jersey. "J. B." care Printers' Ink.

FOR SALE—The whole or one-half interest in an afternoons paper and a well equipped job office, with a good, established business. Only daily paper published in a city of 12,000 inhabitants. A good bargain and a safe investment. Address BEN. P. OWEN, JR., Manchester, Vt.

FOR SALE—An evening daily newspaper. The only evening paper in a city of 17,000 population. Six million dollars' worth of business done each year in the city. The paper has a fine advertising patronage. Copies furnished at the office of PRINTERS' INK. Apply "H. K." care Printers' Ink.

FOR SALE—Perfecting Press, Goss make, nearly new, in perfect order, just as good as when it left the factory. Guaranteed to print, fold and count 10,000 or 8-page papers an hour. Has been used also for book and pamphlet work. Sold for no fault. Address CHAS. F. DAVIS, Springfield, Mass.

OLD-ESTABLISHED literary weekly for sale. 25,000 paid subscribers. Subscription receipts pay all running expenses. Extensive advertising patronage. Good reason for selling. Price, \$12,500. Will take part of purchase price in advertising space. Address, at once, MASSACHUSETTS NEWSPAPER EXCHANGE, Back Bay, Boston, Mass.

ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

ARKANSAS.**OLD, BUT ENERGETIC!**

FOR SEVENTY-SIX YEARS

The Arkansas Gazette

Has been the leading paper published in the State. It has always led the procession, and will always keep at the head. Advertisers who want to reach the people should use the GAZETTE. Daily and weekly editions reach all corners of the State. For sample copy and rates address

THE ARKANSAS GAZETTE,

Little Rock, Ark.

CALIFORNIA.

BREAKER, Long Beach, Cal., 8th year. Sample 2c. \$1 yr. Chautauqua hqrs.; finest resort.

LOS ANGELES TIMES—Southern California's great daily. Foremost advertising medium.

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the San Jose MERCURY. Sample copies free. For advertising rates in daily or weekly address San Jose, Cal.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg, New York. \$13,000 weekly guaranteed.

CONNECTICUT.

THE UNION, Bridgeport, Conn. Daily, 7,500. Weekly 3,500. Western Connecticut thoroughly covered by the TWO UNIONS.

O. L. MOSES, New York Representative, 630 Vanderbilt Bldg. THE UNION PUBLISHING CO., Bridgeport, Conn.

THE TWO HERALDS.

WATERBURY SUNDAY HERALD. BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony expresses these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia. Combined circulation, 80,000. 150,000 Readers.

INDIANA.

THE COURIER, Indianapolis. The leading inter-State negro journal. Circulation, 3,500. CHAS. H. STEWART, pub. Write for rates.

IOWA.

QUALITY as well as quantity are important considerations for an advertiser. The TELEGRAPH, Dubuque, Iowa, gives its patrons b.t.h. Many of the largest and leading advertisers are represented in its columns.

LOUISIANA.

S. N. PRESBYTERIAN, New Orleans, wky. cir. over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MAINE.

THE HOME TREASURY, Augusta, Maine, proves 50,000 copies per month.

A DS IN THE INDEPENDENT, Farmington, Me., produce results and mail orders.

MASSACHUSETTS.

30 CENTS for 40 words, 6 days. Daily ENTERPRISE, Brockton, Mass. Circulation 7,000.

WONDERFUL!—Send 10c to FRANK HARRISON, Boston, Mass., and see what you will get.

MEXICO.

THE Presbyterian Church has hitherto shunned the expenses of EL FARO, but now we want ads. Apartado 306, Mexico City.

MICHIGAN.

DETROIT SUNS, 115,000 weekly.

THE SOO DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

SAGINAW COURIER-HERALD. Daily, 6,000. Sunday, 7,000, weekly, 14,000.

SAGINAW COURIER-HERALD is delivered directly into the homes by its own carriers.

SAGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Assoc'd Press dispatches.

DETROIT SUNS, ILLUSTRATED and SUNDAY, circulation, 115,000, are profitable mediums.

GRAND RAPIDS DEMOCRAT, the leading paper in Michigan, outside Detroit. 13,000 daily.

SAGINAW evening and weekly NEWS. Largest circulation in the Saginaw Valley, Michigan.

DETROIT ILLUSTRATED SUN, weekly, 97,857; SUNDAY SUN, 25,236. Adv. office, 517 Temple Court, New York City. Books and press-room always open to inspection of advertisers or their representatives.

RESULTS—Advertise where you will get paying returns. Advertisers are well pleased with the ILLUSTRATED and SUNDAY SUNS, Detroit, Mich. Advertising office, 517 Temple Court, New York City. Write for full particulars. Circulation, 123,073 weekly.

SAGINAW COURIER-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays. Sunday and Weekly. Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1857. Saginaw (pop. 60,000) is the third city in Michigan. For further information address H. D. LACOSTE, 38 Park Row, New York.

MINNESOTA.

THE DULUTH NEWS-TRIBUNE—The only morning daily paper. Established in 1879.

Published at the head of the Great Lakes, Duluth, Minnesota. The average daily circulation now exceeds 7,000 copies. Daily, Sunday, and weekly editions. New rates of subscription: Daily and Sunday, \$1.00 annum; \$3. daily and Sunday, per month; 40c. daily, per annum, \$4; daily, per month, 40c.; weekly, per month, \$1. PERRY LUKINS, Jr., Eastern Advertising Agent, 73 Tribune Building, New York. A. E. Chantler, Editor and Manager.

MISSOURI.

A POPULAR query: "What will the FORT NIGHTLY say about it?" St. Louis.

THE HOME CIRCLE is distinctively a Western magazine; its field is principally west of the Mississippi River. No other periodical covers this territory so thoroughly. If you desire to increase your business in this section, send a check for \$10 and copy for a whole page, or \$5 for a half page, \$2.50 for a quarter page. Less space may be had at 10c. a line. We positively guarantee that not less than 10,000 copies of any one issue will be sold, and each one at 10c. a copy. THE HOME CIRCLE MAGAZINE, St. Louis, Mo.

QUALITY, quantity and price, these are the important factors to be taken into consideration by the successful advertiser of to-day. Neither of these essential elements are lacking in the HOME CIRCLE MAGAZINE. There are no unknown quantities in the value of the space we offer for sale. We desire no business which does not pay the advertiser. The price of our magazine is 10c. per copy, \$1.75 per year, which insures to the advertiser a desirable audience. We positively guarantee a sale of no less than 10,000 copies each month, satisfactory and conclusive evidence of which will be furnished or money refunded. A page can be had when check is sent with the order, for \$10; one-half page \$5 or a quarter of a page \$2.50; less space at 10c. per line. But at these rates we must invariably have the money with the order; no long-time accounts; no agent's commission; no worthless accounts. THE HOME CIRCLE MAGAZINE, St. Louis, Mo.

MONTANA.

THE LIVINGSTON ENTERPRISE: eight pages; all home print. Circulation exceeds 1,000.

ANACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana. 10,000 copies daily.

NEBRASKA.

If you want a splendid advertising medium try THE CHIEF, Red Cloud, Neb. 65,400 copies printed in 1894. An all home print, 8-page journal. Covers fine territory.

NEVADA.

THE WEEKLY COURIER, Genoa. Six pages. All home print. Leads in Nevada.

NEW HAMPSHIRE.

Established 1877.

The GRANITE MONTHLY

Beautifully Illustrated.
A New Hampshire Magazine.

FRANK E. MORRISON, - - - Special Agent,
TEMPLE COURT, NEW YORK.

NEW JERSEY.

BRIDGETON (N. J.) EVENING NEWS leads all South Jersey papers in circulation. Space ads 12 cents, 15 cents, 25 cents an inch an insertion.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.

Advertisers find IT PAYS!

NEW YORK.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

PORK AND BEEF PACKERS' DIRECTORY—7,000 names NATIONAL PROVISIONER, 28 Pearl St., New York.

ONE LOOK at our illustrated supplement shows it is for the benefit of weekly papers, and the critical ones can see that exclusive territory will soon be exhausted. Send for samples. CHARLES H. WEBSTER, Publisher, Buffalo, N.Y.

Ask for Special Rates for Advertising in

Texas Siftings

BEFORE THE ADVANCE.

ALL AGENCIES.

THE HOUSEWIFE,

New Office, 114 Nassau St., N. Y.

Circulation 75,000 Copies Monthly.

Send for Advertising Rates and Specimen Copies.

ELMIRA TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent. Rooms 13, 14 and 15 Tribune Bldg., New York City.

Albany's Most Popular Daily.

Circulation 17,400.

**Albany's Great One-Cent
Newspaper.**

This is to certify that the Circulation of THE DAILY PRESS AND KNICKERBOCKER is Constantly Increasing and that the number of copies printed this day was 17,400. W. D. KELLY, PRESSMAN. State of New York, City and County of Albany. Sworn to before me this 16th day of November, 1894.

JOHN J. GALLAGHER, Notary Public, Albany, N.Y.

THE PRESS CO., Publishers,
Press Bldg., Albany, N. Y.

Ten Cents per week for the Daily and Sunday Press.

OHIO.

DAYTON MORNING TIMES and EVENING NEWS are clean, reliable, family papers.

LARGEST circ'n of any Prohibition paper in nation: BEACON AND NEW ERA, Springfield, O.

YOUNGSTOWN VINDICATOR, 7,000 daily, 5,200 weekly. Leading newspaper in Eastern Ohio.

FINDLAY (O.) REPUBLICAN, despite untruthful statements by others, circulates 2,000 more daily and 500 more weekly than any local competitor.

TH E TRI-STATE GROCER visits the grocers and produce merchants of Ohio, Ind. and Mich. weekly. If you are not in it, it will pay you to write to TRI-STATE GROCER CO., Toledo, O.

OKLAHOMA.

TH E GUTHRIE DAILY LEADER, the leading morning paper in the Territory, accepts advertising with the distinct and positive guarantee that it has double the paid circulation of any newspaper published in Oklahoma. F. B. Lucas, Adv. Mgr.

PENNSYLVANIA.

HARRISBURG PATRIOT, est. 1858. Democratic; 8 pages; 8,000 daily, 6,000 weekly. Leading family newspaper at State capital. Rates low. Population 40,000.

30,000 WELL TO-DO, intelligent people, who appreciate a good thing when they see it, read the CHESTER TIMES every evening. WALLACE & SPROUL, Chester, Pa.

INTELLIGENCER—DAILY AND WEEKLY, Doylestown, Pa.

For guaranteed circulation see Rowell's Directory. Always the leaders.

Always best medium for advertisers' purposes.

RHODE ISLAND.

TH E HOME GUARD, Providence, R. I. Tenth year. Circulation 50,000.

SOUTH CAROLINA.

TH E daily edition of THE STATE, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina.

VIRGINIA.

TH E STATE, Richmond, the leading evening paper in a community of 125,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. Our circulation is largely local. The STATE has recently added a new press, type-setting machine, and is under new management. Want a copy to examine? H. D. LA COSTE, 38 Park Row, New York.

WASHINGTON.

SEATTLE POST-INTELLIGENCER.

"**I**n her Post-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast." —Harper's Weekly.

THE SPOKESMAN-REVIEW

Only morning paper. Consolidation SPOKESMAN and REVIEW. Exclusive control morning field. No competitor within 500 miles. Population Spokane, 1881, 500; 1894, 35,000. The past and present history of Spokane has been marvelous; its future will be the wonder of Western civilization. The REVIEW is the recognized exponent of all the best interests of Spokane and the vast country tributary to it.

SO. & CEN. AMERICA.

For Export Trade use the PANAMA STAR & HERALD.

CLASS PUBLICATIONS.

AGRICULTURAL IMPLEMENTS.

FARM MACHINERY (Elli), St. Louis, Mo.

Largest issue in 8 years, 30,000.

Smallest issue in 8 years, 10,000.

Largest average for 12 months, 17,500.

AGRICULTURE.

HOME AND FARM, Louisville, Ky.

WISCONSIN AGRICULTURIST, Racine, Wis.

ARCHITECTURE.

TH E INLAND ARCHITECT, Chicago. Best in West. Ask any prominent architect about it.

COAL.

COAL TRADE JOURNAL, New York City.

DAIRYING.

The American Creamery, Chicago.

FASHIONS.

QUEEN OF FASHION, N. Y. City.

Issued monthly. A million copies a year.

THE WAVE, San Francisco, Cal. 13,000 weekly.

HARDWARE AND HOUSE FURNISHING

HARDWARE DEALERS' MAGAZINE.

Thirty Dollars Pay for a $\frac{1}{4}$ Page for Three Months.

If your goods can be sold in Hardware Stores over advertisement in the HARDWARE DEALERS' MAGAZINE will directly reach your possible customers. Handicapped Trade Magazine in the World, and read in every city in the entire United States; also circulates in Canada and Great Britain. Carries 50 pages of advertisements from the leading houses. Sample copy mailed free on request. Address

HARDWARE DEALERS' MAGAZINE,

Broadway and Chambers St., New York.

Mallett Bros., Publishers.

HOMEOPATHY.

HOMEOPATHIC RECORDER, Phila., Pa.

LARGEST CIRCULATIONS.

ELMIRA, N. Y., TELEGRAM: Over 100,000 weekly.

LITERATURE.

THE WAVE, San Francisco, Cal. 13,000 weekly.

MEDICINE.

LEONDAR'S ILLUSTRATED MEDICAL JOURNAL, Detroit, Mich. Circulation over 10,000.

MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland, Or.

SOCIETY.

THE WAVE, San Francisco, Cal. 13,000 weekly.

SPANISH.

REVISTA POPULAR, established 1888. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City.

SUNDAY PAPERS.

ELMIRA, N. Y., TELEGRAM: Circulation over 100,000 copies weekly.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

TOBACCO.

WESTERN TOBACCO JOURNAL, Cincinnati.

TYPEWRITERS.

PHONOGRAPHIC WORLD, New York City.

VEHICLES.

FARM MACHINERY (Elli), St. Louis, Mo.

WELSH.

Y D'RYCH. For half a century the national organ of the Welsh people. Weekly issue 12,000 copies. For advertising rates address **Y DRYCH**, Utica, N. Y.

WOMEN.

QUEEN OF FASHION, New York City.

Issued monthly. A million copies a year.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription, Price : Two Dollars a year. Five Cents a copy ; Three Dollars a hundred. No back numbers.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advertising patrons can obtain special terms on application.

Being printed from plates it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at same rate.

If any person who has not paid for it is receiving Printers' Ink, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

CIRCULATION: A detailed statement of the number of copies printed of every issue of PRINTERS' INK for a full year, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1895, shows that the actual average issue for the last year was 17,788 copies; for the last six months, 19,875 copies; for the last three months, 21,223 and for the last four weeks, 23,250 copies.

During the past eight weeks the total issue of PRINTERS' INK has been 227,000 copies, the average issue 28,375 per week. The smallest issue numbered 22,000 copies. The largest 30,000 copies. — PRINTERS' INK, May 1, 1895.

NEW YORK OFFICES: No. 10 SPRUCE STREET, CHICAGO AGENTS,

BENHAM & INGRAM, 26 Evening Post Building.

BOSTON AGENT,

W. F. MOORE, Room 2, 10 Federal St.

LONDON AGENT,

F. W. SEARS, 138 Fleet St.

NEW YORK, MAY 15, 1895.

THE ad of a jewel should be the jewel of an ad.

IT costs more to advertise poorly than to advertise well.

BORN to blush unseen are the rubies of the jeweler who fails to advertise.

AN ambiguous advertisement is a good deal like a show window with the curtain down.

PLENTY of grit, alloyed with sound judgment, will place the advertising jeweler above par.

THERE is just as much advertising in the white space of a well-displayed ad as there is in the black space.

THE publications that reach the rich and the well-to-do appeal to the manufacturing jewelers for obvious reasons.

THE more words you use in making a statement, the more times most people must read it through to thoroughly understand it.

HONESTY is the best policy in advertising, as in everything else, but it is always wise, and not discreditable, "to put the best foot foremost."

PRINTERS' INK tells many things in every issue of interest to manufacturing jewelers, and that is why the most successful of them read it every issue.

THE triumph of advertising is the ad that cannot be lost, no matter in what part of the publication or amid what surroundings it may chance to appear.

TO TURN his gold ornaments into gold dollars, the wise jeweler follows the golden rule of ten thousand successful men — "advertise judiciously and constantly."

DURING the week ending Friday, May 3, the subscription list of PRINTERS' INK was lengthened by the addition of exactly 457 paid-in-advance subscribers.

THERE are more arbitrary outrages and gross injustices perpetrated by the Post-Office Department than by any other Government bureau. — *Every Saturday, Elgin, Ill., April 20, 1895.*

SELFISHNESS should not stick out too plainly in advertising. The reader should feel that you are thinking more of him than of yourself, if you wish to gain his attention first and his custom later.

THE wise business man of to-day puts good advertising matter into the best newspapers, and goes home to his family at night serene in the consciousness that his business is still being pushed while he recuperates.

THE manufacturing jeweler employs only the highest order of skilled artisanship on his jewelry making, and should follow the same rule with his advertisement making. Like gold, advertising is too expensive to be trusted to cheap manipulators.

DURING the month of April the New York *Times* printed an average of 31½ columns of advertising daily, which exceeds any previous month in the history of the paper. The average for the four Sundays in April was 69 columns, and on one Sunday the advertisements reached 80 columns. The previous high-water mark of Sunday advertising had been 52 columns. The month of April "broke the record," both of Sunday and of daily advertising. This is pretty good evidence of the value of the *Times* as a medium.

MR. A. W. McGOWAN, of Ilion, N. Y., one of the successful contributors in the PRINTERS' INK prize ad contest, was, on the 30th ult., presented with an eight-pound girl baby. Verily, those who do good things for PRINTERS' INK have their reward.

MORE and more every year the art of advertising is being studied, and although at first glance it may seem to be a very simple matter and easily understood, yet those who have given it the most study and care are the ones who have made it pay the best.

BUSINESS, like the movement of a watch, depends on the proper adjustment of the balance to make things move smoothly. If you would have a balance in your favor, advertise. If you care to learn how to advertise in a paying manner, peruse these columns. The brightest thoughts on this subject are to be found here.

GIVE the jeweler a possible customer before his counter, and his words will frequently make that possible customer an actual customer. The same words spoken in print to ten thousand possible customers would have the same effect, and at no greater expenditure of effort than is necessary to influence one customer by word of mouth.

ORANGE JUDD, who made a fortune by advertising, commenced very cautiously, and his first great success was owing to the error of his office boy, who ordered a page instead of a column ad in a New York paper. Mr. Judd was nearly wild at the pecuniary responsibility he had incurred, but the returns were prompt, and within a week he was blessing the boy for the mistake he had made.

TO ASSUME, because you are in a certain line of manufacturing, that everybody interested in dealing in goods in your line knows about you and your goods by common report and rumor, is very unwise. They don't. Ask any man who travels for such a firm. He'll tell you that there are dealers within a day's drive of your factory who only know somebody down at B—, of some such name as A—, make some such goods—at least, he'd understood they had done so. You've got to make a stir if you're going to do much business; got to advertise.

PRICES in type, so large that they appear to be the price of nothing in particular, are not good advertising. They only have value when they are the price of something the reader wants to buy. Hence the article itself should be displayed as much as the price.

THE newspaper with the longest name in the American Newspaper Directory for 1895 is a German paper published at Milwaukee, called *Die Deutsch-Amerikanische Gewerbe und Industrie Zeitung; Fortschritt Der Zeit*. The newspaper with the shortest name is published at Wilkes-Barre, Pa. It is a comic weekly, and glories in the name of *It*.

IN the city of Washington the individual church papers are published by the Associated Church Publishing Co., of which Mr. T. Pliny Moran is treasurer and business manager. These papers are published on the ready print or "patent insides" plan. For instance, the paper consists of four pages; two of these are "patent insides" of religious miscellany, another consists of the ads, while the remaining (front) page is reserved for the local news of each church furnishing an edition. The papers are sold in bulk to churches, and distributed to their members gratuitously. Each advertiser is said to pay cash for his ads. The individual churches do not insert any ads whatever, all the ads that appear having been contracted for with the company, and may properly be considered as part of the plate matter supplied, since they appear in each edition sold. An advertisement in one of these sheets says that their combined circulation approximates 20,000 copies. Whether this means per issue or per annum is not stated.

THE new rate card recently issued by the New York *Press* suggests some pertinent thoughts. It has manifestly been prepared in the honest desire to make an equitable schedule of rates. To the uninitiated, however, there are stumbling blocks in the varying rates charged for advertising space. For instance, the rate for display advertising is thirty cents a line, or an annual rate of twenty-four cents a line. Under "Amusements" the rate is forty-five cents a line. This high rate, the highest of all, suggests the query whether theaters do not really

pay for the large amount of apparently free advertising they obtain. Next to these come political or public notices, at forty cents a line; business notices, under various classifications, range from fifteen cents to twenty-five cents a line; "help wanted" is two cents a word, while "situations wanted" is one cent a word. To the uninitiated, there is apparently nothing more in this variation than an arbitrary fixing of rates. Why, for instance, should "Instruction" pay twenty cents a line, while the government is compelled to pay forty cents a line for the insertion of its notices? Why is "help wanted" two cents a word, and situations one cent a word? Is it because the government can afford to pay more than schools or colleges, and because the man seeking help can afford to pay more than the man seeking employment? Or is the rate fixed by the amount of advertising offered for insertion under each classification? Are the rates for theatrical ads and public notices the highest because there can only be a limited quantity of these at the best, and are the rates for "situations wanted" one-half of those for "help wanted" because there are twice as many "situations wanted" offered as "help wanted"? The subject is an interesting one. Probably the only explanation of these variations is the commendable desire to conform to that axiom in mercantile usage: "Fix the schedule at the highest point that the traffic will bear."

◆◆◆ STREET CAR ADVERTISING. ◆◆◆

Messrs. Carleton & Kissam, the pioneers in street car advertising, have issued a unique and most beautiful booklet in regard to this form of "publicity," and this firm's connection with it, that is well worth attention and preservation. From this interesting little brochure we learn that Carleton & Kissam control advertising privileges of cars in seventy-five large cities in the United States, in twenty-seven of which they control all the street car advertising of the city. This list is probably being increased constantly; and the fact that the firm finds it necessary to have sixteen separate offices in various parts of the country, gives some indication of how extended and extensive its business must be.

The booklet consists principally of

specimens in colors of the cards which have been prepared by Carleton & Kissam and have already appeared. There are also letters from the advertisers commanding this form of advertising, as well as the firm's efforts in bringing it to such perfection by their attention to detail, and their zeal in seeing that each advertiser gets exactly what he is paying for.

Among the firms represented may be mentioned the manufacturers of Carter's Little Liver Pills, Ivory Soap, H-O, Columbia Bicycles, the Aeolian, Ayers' Sarsaparilla and Cherry Pectoral, Sapolio, Stephens' Inks, Pillsbury's Flour, Young & Smylies' Licorice, Cleveland's Baking Powder, Liebig's Extract of Beef, Hecker's Buckwheat, Crest Shoes, De Long Hook and Eye, Peat's Wall Paper, Castoria, Quaker Oats, Londonderry Lithia Water, Fair and Square Ribbon, Lundborg's Perfumes, Enameline, as well as a score or so of others, hardly less notable as progressive advertisers.

Some of the cards appearing in the little book are remarkable for their beauty; indeed, it may be said that there is barely one in the whole pamphlet with which even the most fastidious taste could find fault from an artistic point of view. Pictures are used in most cases, supplemented by short talks to the prospective purchaser, which he who runs may read. The general excellence of the whole series is so great that to specially mention any single card or cards as the best would be a very difficult feat for a critic. The excellence attained in this branch of their business is certainly very creditable to Carleton & Kissam.

Whether this little "sample book" is distributed broadcast or not to advertisers, PRINTERS' INK does not know. A note to Carleton & Kissam asking for a copy, or the conditions upon which it can be obtained, will probably receive a reply. The book is valuable to the prospective street car advertiser, not only as showing the opinion representative advertising men have upon the subject, but also to give him ideas in regard to any street car advertising he may wish to do, by showing him the style, etc., affected by other advertisers in this direction.

◆◆◆
THE most successful merchant
Is never heard to say,
That it is his opinion
Printers' ink don't pay.

A BOLD RESOLVE.

As to position: We shall not cut up the *Press* into mince meat. We shall not sandwich advertisements between reading matter. We don't mind *listening* to requests which we shall take pleasure in accommodating whenever possible, but we shall refuse absolutely all orders from advertisers or agents *demanding* full position or any position whatever. We reserve the right to make up our paper in a way satisfactory to our readers. It is from them, after all, that results are obtained for advertisers.—*From the N.Y. Press' latest rate card, May 1, '95.*

THAT CLEVER MERCHANT.

A merchant had
A little ad
Which well performed its mission.
And as an aid
To ready trade
It proved a great +

For buyers went,
On bargains bent
(Much to his satisfaction),
And from his store
Of goods galore
Performed a great —.

They came and went,
On trade intent
(Still to his gratification),
Until his till
By coin and bill
Showed rapid x.

Now, tradesmen all,
Both great and small,
With no more indecision
Just advertise
And win the prize,
Large profits for +.

—*American Traveler.*

IT MAY BE NEW IN LONDON.

The English are more than rivaling us in the novelty of their advertisements. A new plan of a London clot'ier of calling attention to his goods is to have a window furnished as a fashionable club, where are seated standing or lounging six or eight young men of good appearance, all dressed in the very height of fashion, one or two in evening dress, another in a touring suit, while the others ring the changes on morning and lounging suits. Another window is fitted up as a drawing-room in which four young women sit, each attired in well-fitting, tailor-made dresses. Twice a day a neat maid, in black serge dress, with apron and cap, serves the party with tea, of which they partake, nothing daunted by the gaze of hundreds who are looking in at the window.—*San Francisco Argonaut.*

If merchants would use the same good, hard, common sense in buying and using their advertising space that they do in buying their goods, advertising would pay a hundred per cent better than it does now.—*Charles Austin Bates, in the Grocery World.*

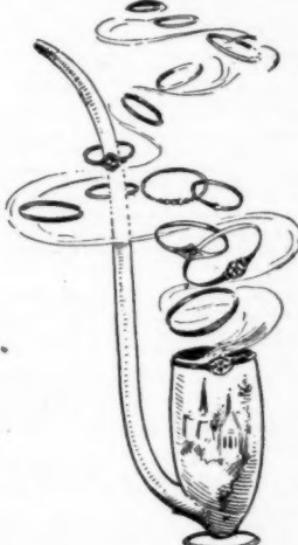
VISIONS OF AN OPTIMIST.

When I talk to a man who has made a fortune by advertising I wonder that anybody who has anything to sell does not go and do likewise. One man told me a day or two ago that his concern, with a nominal capital of \$160,000, only \$30,000 of which was paid in, has divided in a single year among three partners profits to the amount of \$750,000, and that exclusive of salaries of \$50,000 and \$25,000 drawn by two members of the firm. Ten or twelve years ago this man was a drug clerk on a small salary in a Western town, and is now one of the millionaires of New York. "Without advertising I might have made a living," he said, "but it was advertising that made me rich, and advertising a very simple commodity at that." Another man, who bears similar testimony, tells me that his concern, which began by investing \$10,000 a year in advertising, increased the amount every year according to their increase of business, and this year expects to spend \$1,000,000. Still another, who confined himself entirely to the newspapers and magazines in the exploitation of his specialty, never having touched a dead wall, a fence or the broad side of a barn with poster or paint brush, and never employing a salesman, has a cool million salted down in real estate, keeps his yacht and spends most of the year abroad in luxurious living.

Many other men of my acquaintance, resting in ease and wealth, have told me stories of their own experience with the same moral. Some day I am going to print these stories and give the names of the heroes.—*Moses P. Handy, in Chicago Times-Herald, May 5.*

THE fact that you make fine goods is not such a secret that you should *lockt* up in your breast. *Pierce the ear of the public with it, and let the papers ring your praises.*

AN ADVERTISING IDEA.



RINGS.

THE A-ONES.

GLEANINGS FROM THE AMERICAN NEWSPAPER
DIRECTORY FOR 1895.

Out of over thirty journals devoted to the interests of the Order of Odd-Fellows, the *Northwestern Odd-Fellows' Review*, issued monthly at St. Paul, Minn., is credited with a circulation more than twice as large as is accorded to any other journal of the class.

Four papers in all are published in the interests of the Patrons of Husbandry, and of these the *American Grange Bulletin*, a weekly at Cincinnati, gets credit for more than five times the total accorded to all the others.

The Crown, a monthly issued at Detroit, Mich., gets credit for a very much larger edition than is accorded to any other periodical issued in the interest of the Order of the Royal Arcanum.

Eight papers in all are published in the interests of woman's suffrage. Of these the *Woman's Column*, a weekly issued at Boston, Mass., is credited with a circulation twice as great as the sum total of all the others combined.

Of over one hundred and fifty papers devoted to commerce and finance, the *Banker and Tradesman*, published weekly at Boston, Mass., is credited with the largest circulation rating.

Ten papers are published in the interests of agents. Of these the *Agent's Herald*, a monthly at Philadelphia, is accorded a circulation rating much larger than any of the others.

Of the three papers devoted to the interests of barbers the *National Barber*, a monthly at Philadelphia, Pa., is credited with a circulation rating which is twice as large as the sum total of the other two.

The *Bookseller, Newsdealer and Stationer*, issued semi-monthly at New York, gets credit for the largest circulation of any of the other nineteen papers belonging to the same class.

Of the fourteen papers devoted to the interests of the clothing, tailoring and furnishing goods trade *The Clothier's and Haberdasher's Weekly*, issued at New York, is the only weekly published, and is credited with the highest circulation rating of any.

The Table Talk, a weekly at Philadelphia, gets credit for circulation twice as large as the sum total of the other three periodicals devoted to culinary and catering interests.

Over twenty-five papers in all are published in the interests of the dry and fancy goods trade, and of these *Modes and Fabrics*, a monthly at New York, is credited with a circulation rating that is ten times as great as that accorded to any other journal of the class.

The Spanish-American Trade Journal, issued monthly at St. Louis, Mo., gets credit for a much higher circulation than any of the other four papers devoted to the export trade.

Nine papers are published in the interest of the furniture trade. Of these the monthly called *Furniture*, issued at St. Louis, is credited with a larger circulation rating than any of the others.

The American Carpet and Upholstery Trade, issued monthly at Philadelphia, is credited with a larger circulation than any other paper of its class.

The Grocers' Criterion, published weekly at Chicago, is credited with a much larger circulation rating than is accorded to any other paper devoted to the grocery trade.

The Butchers' and Packers' Magazine, a

monthly published at St. Louis, gets credit for a higher circulation rating than is accorded to any other journal devoted to the provision trade.

The Confectioners' Gazette, published monthly in New York, is credited with a circulation rating twice as great as is accorded to any of the other seven periodicals of its class.

The Hardware Dealer, published monthly at New York City, gets credit for a circulation twice as large as is accorded to any other paper in that class.

Of the papers devoted to the making of harness the *National Harness Review*, published monthly at Chicago, Ill., gets credit for a larger circulation rating than any other.

The Book and Shoe Recorder, issued weekly at Boston, Mass., is credited with a much higher circulation rating than any other paper of its class.

Of the papers devoted exclusively to mercantile and manufacturing interests, the *Book-keeper*, published monthly at Detroit, Mich., is credited with a much larger circulation rating than is accorded to any other journal of the class.

The Electrical World, issued weekly at New York, N. Y., is credited with a circulation rating twice as great as is accorded to any other publication devoted to electricity.

The Locomotive Engineering, a monthly issued at New York, N. Y., is credited with the highest circulation rating of any other periodical of its class.

Of the journals devoted to mechanical interests, the *Scientific American*, a weekly at New York, is credited with a much higher circulation rating than is accorded to any other of its class.

The Roller Mill, published monthly at Buffalo, N. Y., is credited with a circulation twice as large as that accorded to any other paper devoted to milling interests.

The Developer, published monthly at New York, N. Y., is credited with a circulation rating five times as great as is accorded any other periodical devoted to photography.

The Plumbers' Trade Journal, a semi-monthly published in New York City, gets credit for double the circulation rating accorded to any of the other five papers devoted to the interests of plumbers.

The Inland Printer, a monthly publication of beauty and excellence, issued at Chicago, is credited with a much larger circulation rating than is accorded to any of the five other papers in the Windy City devoted to paper, stationery, printing and kindred interests.

Out of twelve publications issued in New York State in the interests of dealers in paper, stationery and of printers, book binders, engravers and electrotypers none gets credit for so large a circulation as the *American Bookmaker*, a bi-monthly, published at Buffalo.

Of the two periodicals devoted to typographical interests the *Typographical Journal*, a semi-monthly, issued at Indianapolis, Ind., is credited with the much larger circulation rating.

Of the eighteen publications devoted to the interests of railroads the *Locomotive Engineering*, a monthly published at New York, N. Y., is credited with a circulation rating six times as great as that accorded to any other.

The Sewing Machine Advance, a monthly at Chicago, Ill., is accorded a circulation rating that exceeds the sum total of the other two periodicals of the same class.

The Journal of the Telegraph, a monthly,

issued at New York City, is credited with a circulation rating much in excess of the sum total of all the other telegraph papers combined.

The *Western Undertaker*, issued monthly at Chicago, Ill., is credited with a much larger circulation than is accorded any other journal of its class.

Of the three German daily papers in all California, the *California Demokrat*, of San Francisco, is credited with the largest circulation. The *Sonntagsblatt*, its Sunday edition, gets credit for having the largest Sunday issue in the State.

Of the twelve German weekly publications in California the highest circulation rating of any is accorded the *California Volkfreund*, of San Francisco.

The *Journal*, published at Denver, is the only German daily in Colorado, and its weekly issue is larger than that of any other German weekly published in the State.

Connecticut has eight papers published in the German language, and of these the *Hartforder Herold*, a weekly, has credit for a much larger circulation rating than is accorded to any other.

The *Abend Post*, published at Chicago, gets credit for a larger circulation rating than is accorded any other German daily in Illinois.

Of all the more than forty German newspapers in Illinois outside of Chicago, the *Nachrichten aus Sch errnig Holstein*, issued at Oak Park, Illinois, is credited with the largest circulation.

The *Indiana Tribune*, at Indianapolis, Ind., a daily paper, is credited with a circulation rating much larger than is accorded to any of the six daily and thirty-two other German papers in the State.

Of the forty German publications issued in Iowa, the *Katholischer Western*, a weekly published at Dubuque, is credited with the largest circulation.

The *Kansas Staats Anzeiger*, issued weekly at Topeka, is credited with a circulation rating equal to the sum total accorded to all the other German papers in the State.

The circulation rating of the daily *Anzeiger*, issued at Louisville, is the highest of any German daily in Kentucky.

The *Deutsche Zeitung*, published in New Orleans, is the only German daily in Louisiana.

The *Deutsche Correspondent*, published at Baltimore, Md., is credited with the highest circulation rating accorded to any German daily in the Southern States.

The *Katholisch Volks Zeitung*, a weekly issued at Baltimore, is credited with the largest circulation rating of any of the nine German papers in Maryland or any point South of Baltimore.

Der Anzeiger, issued weekly at Lawrence, gets credit for twice as large an issue as is accorded to any of the other seven German papers published in Massachusetts.

Of the two German daily newspapers published in Michigan, the *Abend Post*, of Detroit, is credited with very much the larger circulation rating than is accorded to any paper in the State.

The *Michigan Volksblatt*, issued weekly at Detroit, is credited with much higher circulation rating than any of the other twenty-two German papers published at Detroit.

Twenty-five German newspapers are issued in Minnesota. Of these the *Volks Zeitung*, published at St. Paul, is the only daily in the State, and its weekly edition is credited with a very much larger circulation rating than any other.

Der Herold des Glaubens, issued at St. Louis, is credited with a circulation rating much higher than is accorded to any other in the State of Missouri, and with two exceptions has the highest rating accorded any German weekly in America.

The *Tribune*, issued at Omaha, is the only German daily published in Nebraska.

Of the twenty-six German publications issued in New Jersey, six of which are dailies, the *New Jersey Freie Zeitung*, published daily at Newark, is credited with a circulation rating twice as large as is accorded to any other.

The *New Yorker Herold*, issued every evening at New York, N. Y., has the highest circulation of any daily German newspaper in all America, and the *Sunday Revue*, its Sunday edition, is credited with the highest circulation rating of any of the ninety-three German publications in the State, and, with but two exceptions, has the largest rating of any German paper in America.

The *Tägliche Abend Presse*, daily, published at Cincinnati, is credited with the highest circulation rating accorded to any German daily in Ohio.

No German weekly in Ohio is credited with so large a circulation as is accorded to the *Waisenfreund*, published at Columbus.

The *Pioneer*, issued at Oklahoma, is the only German paper published in the Territory.

No other German paper in Oregon is credited with as high a circulation rating as the *Nachrichten aus Dem Nordwesten*, issued weekly at Portland.

The *Abend Gazette*, daily, published at Philadelphia, is credited with the highest circulation rating accorded to any German paper in Pennsylvania.

The *Anzeiger*, issued weekly at Providence, is the only German paper published in Rhode Island.

The semi-weekly and weekly *Deutsche Zeitung*, issued at Charleston, is the only German paper in South Carolina.

No German paper in North or South Dakota is credited with as high a circulation rating as is accorded the *Dakota Freie Presse*, issued weekly at Yankton.

The only German paper in Tennessee is the *Suedliches Post-Journal*, issued weekly at Memphis.

No German paper in Texas has so high a circulation rating as is accorded to the *Freie Presse*, issued weekly at San Antonio. The only German daily in the State is issued at the same office.

The *Staats-Zeitung*, issued daily and weekly at Wheeling, is the only German newspaper published in West Virginia.

The weekly *Germania*, at Milwaukee, Wis., is credited with the highest circulation rating accorded a German periodical of any sort issued in North America, and its daily edition has the highest circulation rating of any German daily in the State.

Der Nordwesten, a weekly, issued at Winnipeg, is the only German paper published in the Province of Manitoba.

No German paper in Canada is credited with so high a circulation rating as is accorded the *Deutsche Zeitung*, issued weekly at Berlin, Ontario.

The circulation rating accorded to the *Le Franco Californien*, issued daily at San Francisco, Cal., is the highest with which any French paper in the State is credited.

The circulation rating accorded to the *Biddeford L'Observateur* is the largest accorded to any French paper in Maine.

L'Independent, issued daily and weekly at

PRINTERS' INK.

Fall River, is credited with the highest circulation rating accorded to any French paper in Massachusetts.

Le Patriot, issued weekly at Bay City, is the only French newspaper published in Michigan.

Le National, issued daily at Manchester, is the only French paper published in New Hampshire.

No French paper in the United States is credited with so high a circulation rating as is accorded Sunday and weekly editions of the *Courrier des Etats-Unis*, published daily, Sunday and weekly at New York City.

L'Avenir, issued weekly at Wayne, is the only French paper published in Pennsylvania.

Le Jean Baptiste, issued weekly at Pawtucket, is the only French paper published in Rhode Island.

Le Manitoba, published weekly at St. Boniface, is the only French paper in the Province of Manitoba.

The highest circulation rating of any French paper in New Brunswick is accorded *Le Moniteur Acadien*, issued semi-weekly at Shediauc.

L'Evangeline, issued weekly at Weymouth Bridge, is the only French newspaper in the Canadian province of Nova Scotia.

La Presse, issued daily and weekly at Montreal, Que., is credited with a circulation rating twice as great as is accorded to any other French publication in America.

The circulation rating accorded the *Vestkusten*, a Swedish weekly at San Francisco, is larger than the sum total of all the other Scandinavian newspapers in California.

The *Svenska Korrespondenten*, a Swedish weekly at Denver, is the only Scandinavian paper in Colorado.

The highest circulation rating of any Scandinavian paper in Connecticut is accorded the *Lutheranen*, a Swedish monthly issued at South Manchester.

The *Skandinavien*, a Norwegian-Danish paper issued at Chicago, Ill., is credited with the highest circulation rating accorded to any Scandinavian daily in America.

The highest circulation rating of any Scandinavian paper in America is accorded to the *Decorah-Posten og Ad Vernen*, issued twice-a-week in the Norwegian-Danish language, at Decorah, Ia.

The *Skandinavia*, a Swedish weekly issued at Worcester, is credited with the highest circulation rating accorded any Scandinavian publication in Massachusetts.

The highest circulation rating of any Scandinavian publication in Michigan is accorded to the *Superior Posten*, a Swedish weekly issued at Ishpeming.

The *Svenska Amerikanska Posten*, a Swedish weekly issued at Minneapolis, is credited with the largest circulation of any Scandinavian publication in Minnesota, and with one exception the largest in North America.

The *Svenska Journalen*, a Swedish weekly issued at Omaha, is credited with a higher circulation rating than any other Scandinavian publication in Nebraska.

The highest circulation rating of any Scandinavian paper in New York is accorded the *Nordiske Blade*, a Swedish weekly, issued at Brooklyn.

The *Vidnesbyrdslet*, a Norwegian-Danish weekly, issued at Portland, is the only Scandinavian paper in Oregon.

The *Svenska Vekobladet*, a Swedish weekly, issued at McKeesport, is credited with the largest circulation rating accorded any Scandinavian paper in Pennsylvania.

The *Folkkets Röst*, a Swedish weekly, is issued at Providence, is the only Scandinavian paper in Rhode Island.

The *Syd Dakota Ekko*, a Norwegian-Danish weekly, issued at Sioux Falls, is credited with the highest circulation rating accorded any Scandinavian publication in South Dakota.

The *Bikuben*, a Norwegian-Danish weekly, issued at Salt Lake City, is the only Scandinavian paper in Utah.

The *Washington Posten*, a Norwegian-Danish weekly, published at Seattle, is credited with the highest circulation rating accorded a Scandinavian paper in Washington.

The highest circulation rating accorded a Scandinavian paper in Wisconsin is credited to the *Reform*, a Norwegian-Danish weekly, published at Eau Claire.

The highest circulation of any Scandinavian paper in Canada is accorded to *Den Skandinaviske Canadiensaren*, a Swedish weekly, published at Winnipeg, Manitoba.

Dannebrog, issued weekly at Ottawa, is the only Scandinavian paper published in Ontario.

The *El Fronterizo*, issued weekly at Tucson, is credited with the highest circulation rating accorded a Spanish paper in Arizona.

The highest circulation of any Spanish paper in California is accorded *El Monitor Mexicano*, issued weekly at Los Angeles.

El Yara, issued daily at Key West, is the only Spanish paper published in Florida.

The only Spanish paper in Illinois is *La Ilustración*, a monthly published at Chicago.

The *El Nuevo Mexicano*, a weekly of Santa Fe, is credited with the highest circulation rating accorded a Spanish paper in New Mexico.

El Comercio, a monthly issued at New York, is credited with the largest circulation rating accorded a Spanish paper in North America.

Denni Hlasatel, issued at Chicago, is credited with the highest circulation rating accorded any Bohemian daily in America.

The highest circulation rating accorded a Bohemian paper in America is credited to the *Amerikan*, a weekly issued at Chicago, Ill.

The *Slovan Americky*, issued semi-weekly at Cedar Rapids, is credited with the highest circulation rating accorded a Bohemian paper in Iowa.

The highest circulation rating accorded a Bohemian publication in Nebraska is credited to the *Hospodor*, issued semi-monthly at Omaha.

The highest circulation rating accorded a Bohemian paper in New York State is credited to the *New Yorkske Listy*, issued daily and Sunday at New York City.

The highest circulation accorded a Bohemian paper in Wisconsin is credited the *Slavie*, a weekly issued at Racine.

The *Dziennik Chicagoski*, issued at Chicago, Ill., is credited with the highest circulation rating accorded any Polish daily in America.

The highest circulation rating accorded a Polish paper in Michigan is credited to the *Niedzield*, issued weekly at Detroit.

The highest circulation rating accorded to a Polish publication in Ohio is credited to the *Amerylka*, a weekly published at Toledo.

The *Gazeta Pittsburgska*, issued weekly at Pittsburgh, is credited with the highest circulation accorded any Polish publication in America.

The *Kuryer Polski*, a daily issued at Milwaukee, is credited with the largest circula-

tion accorded to any Polish paper in Wisconsin.

The *L'Italia*, issued weekly at Chicago, Ill., is credited with the largest circulation rating of any Italian paper in America.

The *Weekblad*, issued weekly at Pella, is credited with the highest circulation accorded to any Hollandish paper in Iowa.

The *Onse Standaard*, issued weekly at Green Bay, Wis., is credited with a larger circulation rating than that accorded to any other Hollandish paper in America.

The circulation ratings accorded the *Jewish Daily News* and its weekly edition, the *Jewish Gazette*, are higher than that accorded to any other Hebrew paper in America.

All the papers devoted to the Welsh people and printed in that language are published in New York State, of these *Y Drych*, a weekly issued at Utica, is credited with a circulation rating twice as great as the sum total of all the others combined.

The *American Uniset*, issued weekly at Calumet, Mich., is credited with double the circulation accorded to any other of the four Finnish newspapers published in North America.

Of the six papers published in the Slavonic language, the *Amerikansko Slovenske Noviny*, issued tri-weekly at Pittsburgh, Pa., has a circulation rating six times as large as the sum total of all the others combined.

The *Oldin*, a monthly, is credited with the highest circulation rating of all of the several papers printed in the Icelandic language published in Winnipeg, Manitoba.

The only Armenian publication in America is the *Hakik*, a monthly, issued at New York, N. Y.

Of about thirty publications devoted to transportation and the interests of travelers, the *Traveler's Magazine*, a quarterly published at St. Paul, Minn., is credited with a circulation rating three times as great as that of any other.

VALUE OF WINDOW DISPLAYS TO JEWELERS.

This is the time of year when every properly constituted jeweler puts forth his best efforts to stimulate trade, and we feel we cannot urge too earnestly upon our retail subscribers the importance of brightening up and beautifying the interior of their stores, and particularly to the fact that it pays to dress windows attractively. The subject of window display as a means of advertising has frequently been discussed, and the gradual evolution of ideas has brought about the practically unanimous opinion that effective window displays are one of the most powerful means of drawing trade to the retail dealer. This is especially true of the jeweler, for nearly everything he has in stock will add to his window attractions. With a view to aid the retail jeweler in making his holiday windows as effective as possible, we have gathered, from the best authorities on the subject, twenty-five up-to-date ideas which are practical and thoroughly suggestive. They are well worth the perusal of the whole family of *Keystone* readers, and the younger members of this large and interesting family will find them most helpful in their work. Here are some of them:

The only way to become a good window dresser is to dress windows.

Variety is the spice of life—variety is also the spice of window-dressing. Keep things changing. Never let an opportunity slip to show something new and striking.

The newer the window the more easily it can be dressed, as a rule. An old, dingy window can never be made to appear first-class.

The window-dresser should know three things thoroughly—his stock, his customers and his windows. If he does not know the first two he does not know what to show, and if he does not know the last he does not know how to show it.

One of the great faults of the beginner is in making his displays too flat. There should be variation. A perfectly level road is the most tiresome to the traveler.

Overcrowding of goods in the show-windows should be avoided. Always use as few goods as possible. A few goods tastefully arranged are more effective and pleasing to the eye than a great quantity of goods crowded together.

In all kinds of window trimming special attention should be paid to the minor details. Where this is done the more prominent parts are sure to come out correctly.

Many a person sees a thing in a window, admires it, desires it, looks for the price, finds it not and goes away.

You should know just about what you are going to do before you begin to trim your window. It is a loss of time and money to stop and study and change your plans after you have once begun.

Dirty glass, soiled cards or tickets, unclean fixtures and all such things are a menace to your reputation as an artist and to the business of your house. See that everything is kept in order and the trade will come to you unconsciously.

One thing you should keep in mind always: What you show in your windows is not to be looked at alone; it is for sale. Window-dressing has for its object the bringing of business.

Let all who aspire to be window-dressers remember that the raison d'être of their occupation, as such, is to display goods in such a manner as will insure their more speedy sale, and not merely to make the window look pretty, far less to make it a place for the disposal of a stock with the idea of clearing counters, etc. It may be very flattening to hear it said, "What a very pretty window," but if these remarks are not accompanied by an increase in the weekly return, it is labor in vain.

Never let people think it is too much trouble to get an article out of the window, but, on the other hand, avoid disarrangement as far as possible.

"The card in a show window seems an insignificant part of a very necessary adjunct to every up-to-date shop," says a competent writer on window-dressing in the *Cook Review*, "but it is, in truth, the finishing touch without which no window-display is complete, if the intentions of the proprietor are to utilize his windows as a means of attracting trade into his store. I believe the first step toward correct card construction to be the employment of as few words as possible—short, sharp and to the point. This method inspires confidence, because it smacks of the truth. The passing throngs have no time to read lengthy announcements or solve problems or illustrated rebuses."

Keep the window and store always lighted well. Dark stores give a bad impression.

After you have gone to the trouble of fixing up a good window display it pays to have the public see it. Advertise the fact; connect your window with your advertising and strengthen them both.—*Keystone*.

AMERICAN NEWSPAPERS.

THE FOLLOWING TABLE SHOWS THE NUMBER, AND FREQUENCY OF ISSUE, OF NEWSPAPERS AND PERIODICALS PUBLISHED IN THE UNITED STATES, DOMINION OF CANADA AND NEWFOUNDLAND, AS RECORDED IN THE AMERICAN NEWSPAPER DIRECTORY FOR 1895, NOW IN PRESS. IT IS THE TWENTY-SEVENTH ANNUAL VOLUME OF THIS STANDARD PUBLICATION.

	Daily.	Weekly.	Semi- Weekly.	Bi- Weekly.	Monthly.	Semi- Monthly.	Bi- Monthly.	Quarterly.	Bi- Yearly.	Quar- terly.	Total.
Alabama.....	21	..	5	155	..	1	16	1	200
Alaska.....	3	33	4
Arizona.....	10	33	4	19	43
Arkansas.....	20	225	2	8	78	1	266
California.....	97	..	7	447	2	25	640
Colorado.....	33	..	4	209	2	44	..	1	276
Connecticut.....	1	113	2	2	..	2	213
Delaware.....	5	26	1	5	37
District of Columbia.....	5	36	1	19	1	1	67
Florida.....	15	1	2	114	1	12	146
Georgia.....	26	..	1	237	4	42	..	1	311
Idaho.....	3	..	3	50	1	57
Illinois.....	141	2	22	1,060	1	9	34	241	..	3	20,1532
Indian (Territory).....	2	..	1	35	1	39
Indiana.....	120	1	11	564	13	60	..	1	791
Iowa.....	68	4	16	810	..	2	8	65	..	1	579
Kansas.....	38	..	3	595	6	59	..	3	707
Kentucky.....	28	1	10	220	..	2	6	28	296
Louisiana.....	17	..	1	141	4	10	173
Maine.....	17	..	2	109	1	5	47	..	184
Maryland.....	16	..	1	145	1	3	38	1	210
Massachusetts.....	79	..	6	343	1	7	11	184	1	1	246
Michigan.....	60	1	10	575	..	4	10	77	..	3	741
Minnesota.....	40	..	2	439	1	2	11	56	..	3	554
Mississippi.....	8	1	2	154	8	177
Missouri.....	89	1	5	697	..	4	11	119	..	1	937
Montana.....	12	1	1	71	2	3	91
Nebraska.....	33	1	7	532	7	34	611
Nevada.....	10	..	2	16	1	29
New Hampshire.....	13	..	1	83	1	14	..	1	114
New Jersey.....	49	2	2	265	..	4	6	39	..	2	570
New Mexico.....	5	1	3	41	2	82
New York.....	178	2	41	1,127	..	18	36	530	1	15	47,1,993
North Carolina.....	18	..	1	156	7	17	..	1	200
North Dakota.....	10	..	2	119	1	7	139
Ohio.....	150	5	37	783	..	4	14	136	..	3	1,146
Oklahoma.....	12	..	1	90	1	7	111
Oregon.....	17	..	6	143	1	21	..	1	189
Pennsylvania.....	197	5	29	921	1	6	20	234	..	7	14,1,683
Rhode Island.....	14	..	2	39	2	1	70
South Carolina.....	10	1	7	90	4	6	..	1	119
South Dakota.....	19	..	2	227	2	14	264
Tennessee.....	15	..	6	213	..	2	3	33	..	3	275
Texas.....	56	1	15	548	..	1	5	32	..	1	659
Utah.....	8	1	7	39	3	7	65
Vermont.....	4	..	1	61	1	13	80
Virginia.....	34	2	4	181	1	44	..	2	272
Washington.....	18	3	..	181	22	..	1	225
West Virginia.....	12	..	1	141	..	1	..	12	167
Wisconsin.....	54	..	4	467	1	5	7	37	..	1	573
Wyoming.....	5	..	1	32	38
Total United States.	1,956	37	301	14,096	5	79	272	2,548	5	49	182,19,30
British Columbia.....	6	..	1	16	1	1	25
Manitoba.....	2	..	1	88	1	11	53
New Brunswick.....	8	..	2	26	..	1	..	5	42
N. W. Territories.....	2	..	1	14	17
Nova Scotia.....	8	2	3	48	1	1	1	4	68
Ontario.....	45	..	7	361	..	2	14	81	510
Prince Edward Island.....	3	..	2	11	16
Quebec.....	18	1	2	73	..	2	5	28	..	1	129
Total Canada.....	92	3	19	587	1	6	22	128	..	1	1,860
Newfoundland.....	2	..	1	2	5
Grand Total.....	2,050	40	321	14,685	6	85	394	2,676	5	50	183,20,305

THE "PRINTERS' INK" VASE.



A PRIZE OFFERED BY "PRINTERS' INK" FOR A GOOD ADVERTISEMENT.

The above is a picture of a sterling (solid silver) vase, made by The Gorham Manufacturing Co. for PRINTERS' INK, and intended for presentation to the advertisement constructor who, after reading the (about) four hundred advertisements submitted in the recent competition, believes that he can write and display an advertisement better calculated to induce a reader to become a subscriber to PRINTERS' INK, and shall be so fortunate as to convince the editor of PRINTERS' INK that he actually has produced something

better than any of the sample advertisements submitted for his inspection, and also better than shall have been submitted by any rival competitor.

Persons interested may forward their names, and to each the whole story of the proposed competition will be sent as soon as the pamphlet containing copy of the four hundred advertisements, now in hand, is completed. Full particulars will be printed in the pamphlet. Address all communications simply PRINTERS' INK, New York.

WHEN TO ADVERTISE.

THE AMERICAN CEREALS COMPANY DID FOURTEEN YEARS OF PRELIMINARY SAMPLING, BILL BOARDING, "STREET CARING," AND "FOOD SHOWING" BEFORE THEY USED THE NEWSPAPERS AND MAGAZINES—A VALUABLE INTERVIEW WITH ITS ADVERTISING MANAGER.

"A million dishes of Quaker Oats are eaten every day on the breakfast tables of America," said Mr. Paul E. Derrick, the manager of the American Cereals Company, to a PRINTERS' INK reporter the other day. "That is the sale we have attained to-day for Quaker Oats," he continued; "more than the combined sale of all its competitors—H. O., Wheatena, Germea and the others."

"Is this due to advertising?"

"We cannot say that it is. We have been advertising only for about a year and a half, while Quaker Oats has been upon the market since 1878, and had attained an annual sale of 10,000,000 two-pound packages before it began using the newspapers at all.

"Before the American Cereals Company—a corporation capitalized at \$3,000,000—began to spend a cent in the newspapers it had expended hundreds of thousands of dollars in house-to-house sampling, billposting, advertising in street cars—"

"Why not 'street caring'?"

STREET CARING.

"A good suggestion, though a new word to me—"

"And to me."

"'Street caring' and exhibiting at food shows—'food showing'"—he amended laughing—"from the Atlantic to the Pacific, until Quaker Oats was placed in every grocery of any importance in America. Then we could advertise, and no publication of any sort of circulation but what could do us good, because you can find Quaker Oats at the nearest grocery all over the land. Thus we have no loss of circulation to worry us—by which I mean none of our advertising goes where Quaker Oats is not on sale."

NECESSARY PRELIMINARIES.

"Then you consider this preliminary placing of goods absolutely necessary before beginning to advertise in publications?"

"Yes—qualified by the article to be advertised. For an article of general

consumption put out through the trade, it is the right course unquestionably. Quaker Oats depends entirely on the storekeeper, and that's why I say the American Cereals Company pursued the eminently proper course by placing it on the trade before opening up in the newspapers. Having done this, now" (Mr. Derrick was almost dramatic in his emphasis at this point) "the American Cereals Company is ready for the newspaper field. Its goods are before the public and easy of access, and the American Cereals Company having steered a clear course and a proper course, have accomplished all the preliminary victories necessary. They have the market—selling more cereals than all cereal foods combined—now ripe and ready to go into the newspaper field and obliterate all local considerations—as a matter of fact we couldn't use a paper north of the Mason and Dixon line that wouldn't be of direct benefit to the American Cereals Company, for their goods are everywhere. They are developing out of one condition into another, and this new condition is dependent on the newspaper, and is independent of all these processes by which they have attained these results. It's all a matter of evolution and growth."

"Do you think these facts are equally true of most advertised articles?"

CLASS PAPERS.

"No; an article, even if it is to be sold through the trade to a class, may often, I believe, be profitably advertised in mediums of general circulation from the start, but my idea is, that an article of universal consumption which it would be necessary to advertise in all class publications cannot be profitably advertised in class publications until it has been introduced, because of the enormous loss in circulation."

"Of course, if you spring a new thing on the market, aimed at a certain class, there are always publications that reach that class in which you can reach the consumer at once and profitably, but a thing that is equally applicable to bank presidents and hod-carriers, to dressmakers and law makers, you can see cannot be advertised to its best advantage and profit until they can step right around the corner and buy it."

RESULTS OF ADVERTISING.

"Has your advertising increased the demand for Quaker Oats?"

"I don't know. There is only one way to find out, and that is by comparing the results at the end of one year with those of the year before. There is no way to localize it. 'The American Cereals Company' is not on our goods and our advertising is intended merely to popularize Quaker Oats."

SUBSTITUTION.

"Have you suffered from 'substitution?'"

"Yes. There are a great many local competitors of Quaker Oats—a great many grocers have goods prepared under their own signature, which they naturally wish to sell instead of the outside article. But the whole drift of this advertising effort is to create such a demand for our goods as to make it to the grocers' interest to supply the demand even if they can sell an inferior article at a greater profit. It has become a universal expression 'just as good as Quaker Oats,' and if you go into a store where they don't happen to have Quaker Oats, what they do have is always 'just as good as'."

PREPARING THE ADS.

"Our only design in advertising is to impress the name and trade-mark indelibly on the mind of the advertisement reader. This would be an entirely wrong course if these goods hadn't been introduced. To take a new article and simply advertise its name would be very unprofitable advertising. We have a phrase in each of our ads regarding the merits of the goods. I wouldn't depend solely on advertising; that merely photographs the name on the public mind; but I do think that is the prime element and the phrase emphasizing the merits of the goods a stimulation to the buyer."

INCREASED EXPENDITURE.

"You have asked me for the results of our advertising—I cannot give the figures, for we haven't any, but we do know that this year is ahead of last year—a long way in advance, and yet last year's work was successful and acknowledged by the American Cereals Company in the fact they are advertising on a broader and much more expensive scale."

WHERE THEY ADVERTISE.

"We are now covering New England thoroughly, advertising in the leading papers in all the cities. Also New York State, Pennsylvania, Chicago, St. Louis and Cincinnati, where we

use the best dailies with 4-inch single column ads twice a week, and 3-inch double column once a week. In all the leading magazines we have half pages, and use space in the New England edition of the *Youth's Companion*, the *Household*, *The Home* and the *Manchester Weekly Telegram*."

ADDISON ARCHER.

HOW A BANKER READS THE NEWSPAPER.

*By Henry Clews.**

I take all the leading New York daily newspapers, and I like those journals best that have a distinct heading for each article, so that I can tell at a glance whether or not I am interested in the subject. In fact, I am a great believer in what the newspaper men call "head-lines." I like to see plenty of them, as I turn over the pages in my search for the news, and for such other articles as may interest me. Every day I read quite carefully the *Herald*, *World*, *Tribune* and *Times*.

In my newspaper reading I always like the articles that bear on live topics, the subjects that are, as the saying goes, "up to date," and that have reference to the present condition of affairs, political, social, scientific, etc. I read all such articles to which my attention is attracted, and that suggest themselves to me at the time as being worth reading. The fact is, that the great bulk of the matter in the daily newspaper is superfluous, or perhaps I should say it is superfluous to any one reader. If a man should undertake to read the daily newspaper all through in that painstaking and careful spirit that some of our forefathers did (when the papers were much smaller, however), he would have no time for any other occupation.

I read on all subjects. Some people skip what are termed the sensational features of the daily journal. I do not. I will read a murder trial or a divorce case, or anything else that I feel it is necessary for me to read in order to keep abreast with the times. I read the editorials in the different journals when they pertain to the live topics of the day in which I am interested. Naturally, I am interested in any writings bearing on the subject of banking and finance, and I always

* Interview with Geo. J. Manson.

read such articles, whether they are editorials, in the financial column or in the body of the paper.

I read advertisements that pertain to my own line of business, financial advertisements and notices about railroads and large corporations which have reference to their organization or financial standing. But I am liable to read any other advertisement that may catch my eye at the moment, and the reading of such an advertisement may cause me to purchase the article advertised. Although a man may have his own tailor I can conceive of his being attracted to another tailor on account of an advertisement. And just the same with groceries and merchandise of every description.

I read the leading magazines, and though I do not pay much attention to the advertisements in such publications, I think they are calculated to attract the attention of a great many people.

There are quite a number of weekly journals and magazines devoted to finance. Many business men, who are pressed for time read these publications, instead of the daily journals, on the special subject referred to. And such publications are very valuable on that account. A general idea, a mere outline of the financial and commercial situation, is all that some business men need from day to day. This they can obtain from the head-lines and summaries of their morning newspaper. During the week they can inform themselves more fully on these subjects by perusing, at their leisure, the class journals and magazines which treat of these matters. I think such publications meet a very important need in the reading portion of the business community.

The one complaint that I would make about the daily newspapers is that they are too voluminous. Many of the articles are stretched out too long. Both the news and the general articles ought to be "boiled down" more.

I think that the editorials in the daily newspapers would be more effective if they were signed articles and written by well-known men. Under such a plan the editorials would carry greater responsibility, and, as a consequence, elicit an increased amount of interest. Such articles might be written by well-known people, not necessarily newspaper men, but persons who had a special knowledge of the subject on which

they wrote. I think such editorials would be deemed more important by the public than some of the anonymous articles that now appear, and that they would command more attention and respect.

I very often read the comic papers and with great interest. They serve as a great diversion, especially for a business man, for they compel him to change his line of thought, and, in that way, they are helpful and restful. And I often read the curious business announcements in the street cars. The use of well-known proverbs to induce the public to purchase some particular kind of merchandise is certainly brought about with great ingenuity, and the humorous verses are certainly amusing and often attract my attention.

I notice in the various clubs that each newspaper reader selects the particular portion of the journal which treats on the subject in which he is especially interested. The politician will read all the political news and articles; the business man will read all that relates to business, the failures, the condition of the crops, etc.; the society man will devour the society page, while bankers and men of finance will read all that pertains to their vocation. When we consider this fact it would seem that the daily journal has got to be of considerable size in order to treat of the different interests and so make itself a necessity for each reader. The daily newspaper, from this point of view, must be a large paper if its object is "to show virtue her own feature, scorn her own image, and the very age and body of the time his form and presence."

THE WATCHMAKER'S WATCHWORD.

May his plates be disks of gold,
May his jewels ne'er be sold;
May his wheels run on his main,
Bringing fortune in their train,
May he ne'er his balance lose,
Have barrel (but never booze);
With a mainspring, firm and strong,
To drive him to good actions on.
Raised himself to heights sublime.
May his pallet e'er be good,
Satisfied with healthy food;
And his watchword ever be
"None but honest work for me."

The above was quoted by Mr. Jansen at the recent banquet of the Canadian Horological Institute.

CHARLES KNOX, of New York, is dead. That doesn't mean much to most people, perhaps, but put it another way, "Knox, the hatter, is dead," and every one who hears the news will look up with instant recognition.—*Exchange*.

OVER 100,000 COPIES.

The very small list of papers enumerated below names every one printed from which the publishers of the American Newspaper Directory have been able to obtain a statement going to show that their regular issues, during the year 1894, taking one day with another, were more than 100,000 copies.

The number of publications of which the publishers claim to print more than a hundred thousand copies each issue is, perhaps, something more than twice as many as those named in this list; but the practice of the Directory publishers of paying over a one hundred dollar reward for the detection of every untruthful circulation rating based on a publisher's report serves to deter many from furnishing a statement when facts and figures to substantiate it are not at command.

Dailies.

Chicago, Ill.....News.
Record.
Boston, Mass.....Globe.
New York, N. Y.....Press.
Cincinnati, O.....Post.
Philadelphia, Pa....Evening Item.

Weeklies.

Boston, Mass.....Sunday Globe.
Detroit, Mich.....Free Press.
Kansas City, Mo....Star.
St. Louis, Mo.....Republic.
Elmira, N. Y.....Telegram.
New York, N. Y....Christian Herald and
Signs of Our Times.
Tribune.
Toledo, O.....Blade.
Philadelphia, Pa....Sunday Item.
Sunday School
Times.

Semi-monthlies.

Springfield, Mass...Farm and Home.
Springfield, O.....Farm and Fireside.
Ladies' Home Companion.

Monthlies.

Augusta, Me.....Comfort.
Irvington-on-the-Hudson, N. Y....Cosmopolitan.
New York, N. Y....Cheerful Moments.
Delinicator.
Heartstone.
Hours at Home.
Illustrated Home Guest.
Ladies' World.
Metropolitan and Rural Home.
People's Home Journal.
Syracuse, N. Y....Assembly Herald.
Springfield, O.....Farm News.
Libonia, Pa.....Park's Floral Magazine.
Philadelphia, Pa....Farm Journal.
Ladies' Home Journal.

Quarterlies.

Philadelphia, Pa....Advanced Quarterly.
Senior Quarterly.

Any publisher who placed on file at

the Directory office a true statement conveying the requisite information concerning the issues of his paper, covering a full year, the same being duly signed and dated, and who finds when the book appears that his paper is not rated in accordance with the report which he sent, will receive from the publishers of the Directory a check for \$25 for the discovery of the error. The publisher who registered the letter he sent, containing the circulation statement, finds it easy to prove that one was sent and received. If he kept a copy it is equally easy to establish the fact that the statement sent actually did contain the requisite information and was signed and dated.

ONE GIVES RELIEF.

Nearly all the New York special agents were at the Cunard wharf on Saturday last to say a last good-bye to Col. A. B. Scott, who was about to embark on the Campania for Liverpool, in pursuance of his purpose to make London his place of residence for the future. The handsome Colonel, whose vim and acumen have made Scott's Emulsion a household word all over this wide world, was holding in his hand a fifty-cent box of that specific for *mal de mere*, as well as for so many other ills. "Why," said he to the modest and gentle Henry Bright, who stood by his side, "why are Ripans' Tabules like—?" The tooting of the whistle on a passing tug-boat prevented Henry from catching the last word, but he returned with interest the warm pressure of the hand given in farewell, and smiled acquiescence as Col. Scott whispered in his ear the answer to the last conundrum he had evolved on the shore of his native land.

INGENIOUS JOHN BULI.

One of the most extraordinary devices for attracting custom on record was that of a fruiterer in a midland town. Instead of the ordinary plate-glass a large number of rough and magnifying glasses formed the window. Seen through one of these panes an orange looked as large as a pumpkin and cherries as large as apples. A great disadvantage attaching to the novelty was the fact that at the distance of a few yards from the window it was quite impossible to see into the shop. Everybody knows that you must hold a magnifying glass very close to the eyes to see anything through it. Nevertheless, for some time, at all events, the enterprising proprietor did a roaring trade.—*London Answer.*

THE ANTIQUITY OF ADVERTISING.

By Marco Morrow.

The "Special" was in our office the other day, and the Old Man dropped some casual remark to the effect that advertising is a modern invention, whereupon the Special launched forth :

"Why, my dear sir, you are entirely mistaken. Advertising is as old as history. It is not a new thing, not at all. You find traces of it in every record of early times. Take the Bible for instance ; there is story after story showing the antiquity of the art of publicity. Take the very first record for example : A certain individual was very anxious to introduce a new variety of fruit to the attention of the human race. What did he do ? Trust to luck ? Wait for a demand ? Did he say, 'Why, my tree occupies the most prominent corner in town, people can't help seeing it' ? Not a bit of it ! He went to work to call the attention of the public to the fact that he had on hand a fresh supply of fruit. I have no doubt that he went down town to find a newspaper office. It is not worth while to discuss what the results might have been had he found the proprietor of the *Eden Enterprise* in ; it is needless at this late day to conjecture whether the newspaper man would have denounced the scheme as a fraud, and given the ad a cold, hard turn-down, or whether he would have given it a preferred position. It matters not now ; the fruitman did not find the printed page ; it was not ready to go to press for several thousand years yet, and he was compelled to do the next best thing—he sent a special representative. Some people say it was the proprietor himself who went disguised, but be that as it may, it was a 'special,' the first 'special' on record, and mark you—he nailed the business !

"And mark the shrewdness of that representative. He went into *Eden* as an advertisement, in lieu of a printed page. And where did he go ? Down to the office to wait until Adam had taken lunch ? Did he meander around the theater lobby hoping to catch Adam between acts ? Did he go to the races ? No ! History answers no, reason tells us no, common sense tells us no ! No, he went where nine ads out of every ten should go—to the home—to the women folks and mark you, *he nailed the business !*

"And now, without trying to turn this little story to my own advantage, I want to tell you that if you business men would just get into the home papers, the greatest and best of which I represent, you would be showing a little horse sense.

"But don't think this first ad was a snap. Why, prejudice had to be overcome then, the same as now, and it took the combined efforts of 'the special' and Eve before Adam consented to try the new variety. So don't expect the sons and daughters of Adam to be any more easily persuaded to-day. You've got to keep at 'em, and now if you are ready with that little contract—etc."

We don't know whether the special's story had anything to do with it or not, but there has recently been a Bible on the Old Man's desk, and his ad is in the "special's" paper.

CONFESSIONS OF A "SCHEMER."

I am an advertising schemer. For ten years I have been trying to get money out of high-class concerns on some fake of mine, never caring very much what the scheme was so that it gave me a chance for a pull. I have been pretty successful, too. Many a poor fellow has plodded along during those ten years trying to get patronage on mediums which really pay advertisers, without making a tenth of what I have. I have gone into many a town where every local newspaper was conducted at a loss for the lack of advertising enterprise, and secured as high as \$5,000 at a visit from merchants who wanted their pictures and write-ups to appear in a metropolitan daily, and a few dozen extra papers each for sending to their friends. In my opinion it is more profitable to flatter a man's vanity than to argue the paying qualities of anything—I mean, of course, more profitable for me.

I never approach a man who does very much advertising. Those men usually have put ideas about what they want and don't want. It isn't worth a man's while to try to argue them into a scheme. Above all, I always avoid advertising managers. I never got a dollar from one of them in my life, and yet I do not know but I really admire them for it. They are always against me anyway. They are working for the profit of their concern, and I am working for my profit, so we can never come together. Some of them seem to know as much about my schemes as I do, and that naturally spoils things.

About the best scheme that I have is to publish catalogues for some big concern which is patronizing a great many others. I furnish the catalogues free, and the concern is delighted. All that I ask in return is the names of all the people they buy from, and a certain quantity of the firm's letter paper. Then I put on the screws. I write to the victims, or talk to them, as if all their future trade in that direction depended on a good-sized contribution toward an ad in the catalogue. Of course, in all this I represent myself as employed by the firm. The demand for advertising space would not be overwhelming if I did not.

Getting up hotel registers is a very profitable kind of publishing business if one knows how to handle it. You would be surprised to know how many people believe that the blotting pads in a hotel register are more profitable than the newspapers. Dealers in millinery and corsets are just as easy to get as dealers in men's furnishings, and I guess that it is just as profitable to them.

Soliciting ads for a city directory on 50 per cent commission is not a very bad game. I often wonder why somebody don't publish a dictionary and put ads all through it. It is a great deal better as an advertising medium than a city directory.

I have published the history of fully a score of cities. One don't need to publish many copies—not more than one or two for each man mentioned in it. The idea takes very well when it is new. Nearly every man in town who has the money to pay for it wants to have his picture in it. If he doesn't yield at first, I simply write up an article connecting him in a large way with the history or commerce of the city, and tell him that I am going to print it whether he pays me anything or not, as the book would not be complete without it. Nine times in ten he comes down. In publishing the book, be careful to get the mayor and the leading second-hand dealer on different pages, unless you have collected from the mayor in advance.

The way to publish a history of the fire or police department is to represent that it is gotten up to swell the benefit fund for the department. Perhaps to do this successfully you will need to give a small share of the proceeds to the fund, but it need not amount to much. You will find that every merchant in town is after the policeman's trade, and certain that he will lose it if he don't advertise in the book. Of course, this is after the merchant is approached as he should be. There may be only fifty policemen in town, but you will be surprised to find how generously nearly every merchant will treat you rather than risk losing their trade.

The publishing of special editions of some local newspaper was once a pretty good scheme, but it is a little over-worked now. It needs to be handled carefully. Make an arrangement with the paper by which you get two-thirds of the extra advertising which you furnish the special editions. Get three-fourths, if you can, on the plea that every advertiser will pay five cents each for a large number of extra copies. Make your circulation statement big enough and take it for granted that the advertisers will send their extra copies to every city on earth. It is a

big argument with the advertiser to show how his praise will be scattered to nations which he scarcely knows of.

Don't confine your write-ups to business. Flatter the man who is to pay you the money, and only bring in enough about the concern to show what that man has accomplished. Charge by the line. Men are willing to pay for all you can say about them, and then give you a few more points in addition.

The world is full of schemes like these, but when you think of new ones be sure to get them right. You can use either implied threats, deceit or flattery, but the greatest of all is flattery.—Results.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York, N. Y., sole agent. **13,000** guaranteed.

MODERNIZED ADVERTISING ILLUSTRATED from cover to cover with original, modern advertising designs, specially prepared for progressive Advertisers only. Sent upon receipt of 10c postage.

New Edition of Stock Catalogue soon ready. Send 10c postage to **BINER, ILLUSTRATOR AND ENGRAVER, CHICAGO.**

Poke Out Your Head

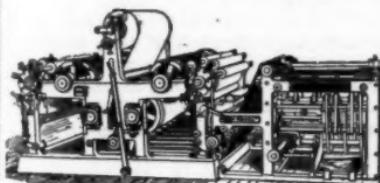
Space in the newspapers and magazines costs lots of money. It costs just as much whether the ad is well displayed or poorly displayed. It's the worst kind of economy to send in copy and take chances that the printer will make a good ad of it. The right way is to send your copy to me and have your ads set up and electrotyped.

You can make an ad poke its head right out of the midst of the other advertisements around it. No difference what you sell or where you advertise, the wisest way is to mail your copy to me to be set up artistically and conspicuously, and at the same time send 3-cent stamp for my booklet.

Wm. Johnston,
Mgr. Printers' Ink Press,
10 Spruce Street,
New York City.



OUR NEW GUARANTEE.



12,000 to 14,000 copies per hour on the

"**NEW MODEL WEB**"

and still the **SMALL MAN** and **BIG BOY** can handle it!

CAMPBELL PRINTING PRESS & MFG. COMPANY.

334 Dearborn Street, Chicago.

1 Madison Ave., New York.

Withdrawn

...June 1st.

All offers to sell coupons for subscriptions for PRINTERS' INK will be withdrawn after June 1st.

Holders of subscription coupons are requested to take notice that they expire by limitation, if not sent in before Dec. 31st, 1895.

It is contemplated increasing the subscription price of PRINTERS' INK in the near future to Five Dollars a year, and to vastly improve the publication.

It would be cheap now at Five Dollars a year. It is intended, however, to make it worth ten times more than ever before.

SAGINAW COURIER-HERALD.

Daily, 6,000

Sunday, 7,000

Weekly, 14,000

The Leading Paper in Northern Michigan.

Largest Weekly in the State, outside Detroit.

Covers the homes of that section very thoroughly.

Delivered by its own carriers into the hands of its readers.

Receives full Associated Press Reports.

Saginaw — population, 60,000 — is the Third City in Michigan.

For particulars, address

H. D. LACOSTE,
38 PARK ROW,
NEW YORK.



When it comes to circulation, actual,
bona fide circulation, the

"Anzeiger des Westens,"

[ESTABLISHED 1834]

Daily, Sunday, Weekly,

is far ahead of any of its contemporaries in St. Louis.

The ANZEIGER DES WESTENS is always ready and willing to prove by comparative investigation of all books—not of cash books only, which may be doctored—nor by affidavits, which some persons with an elastic conscience, and no sense of dishonor, make as easily as eating a good dinner—but by an investigation, a thorough investigation of everything, that its circulation is far greater than the circulation of any other German paper in St. Louis.

It is the great German paper of the West
and Southwest.

For Brain Workers.

OSKALOOSA, IOWA,
May 5, 1895.

Recently I was compelled by a serious siege of dyspepsia to leave my office work and thought to seek relief by a month's travel on the Pacific Coast. The rest and change helped me somewhat, but I could find no relief for the awful fits of indigestion. When about to return home to Iowa, I entered a prominent Drug Store in Tacoma, Wash., and asked for something that would bring relief from my indigestion. The druggist sold me a box of Ripans Tabules for 50c. In less than 24 hours I could feel a change for the better. From that day to this I have used Ripans Tabules whenever I felt my old ailment getting in its work and with most commendable results.

F. B. PALMER,
City Editor *Times*.

Ripans Tabules: Sold by druggists, or by mail if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 10 Spruce St., New York. Sample vial 10 cents.



To Get There Quickly

you always take the shortest and best equipped route.

These seven papers furnish the shortest, best and cheapest way to religious homes in different denominations in a special field, which they have had exclusively to themselves for 19 to 74 years.

Put Them On Your List

Write to us for fuller particulars.

PHILADELPHIA.
Lutheran Observer
Presbyterian Journal
Ref'd Church Messenger
Episcopal Recorder
Lutheran Christian Instructor
Christian Recorder

Religious Press
Association
Phila.



The Sunday School Times

**THE BEST. THE MOST.
THE LOWEST PRICED**

Guaranteed advertising to be had in any one religious weekly paper.

"THE SUNDAY SCHOOL TIMES intends to admit only advertisements that are trustworthy. Should, however, an advertisement of a party not having good commercial credit be inadvertently inserted, the publishers will refund to subscribers any money that they lose thereby."

Present issue over 158,000 COPIES weekly to paid-in-advance adult subscribers, the active church-workers in different denominations — 15,000 more than at the same date last year.

High-class circulation for less than one-half cent per line for 1,000 copies issued.

Write to us for fuller particulars.

Religious Press
Association
Phila.



Dayton, Ohio,

WITH NEARLY 80,000 POPULATION,

is in all respects a model city. It is located in the Great Miami Valley—one of the richest and most fertile sections in all prosperous Ohio.

Morning Times

has been published successfully for forty-six years. During this entire time it has enjoyed to a marked degree the confidence of Dayton's citizens. **4,500 IS THE DAILY CIRCULATION.**

Evening News

WITH 9,500 DAILY CIRCULATION,

Is the leading evening paper of that section. Its brightness, cleanliness and reliability make it a welcome visitor in the home circle. 8 pages daily, 12 pages Saturday.

The Weekly Times=News

4,500 EACH ISSUE,

Established 1808. 16 pages weekly. Is indispensable to advertisers who desire to reach the out-of-town buyers. Address the home office, or,

H. D. La COSTE,
38 PARK ROW,
NEW YORK.

New management—new dress—new press. Everything first-class, especially the results from advertising in the

Richmond "STATE"

The leading evening family newspaper of Virginia. Its influence extends beyond its own State, but the strong point is the local circulation, as city readers have always been especially catered to.

Richmond can be covered more effectively, more economically with the "STATE" than by any other one medium.

.....The Semi-Weekly

A large, entertaining paper, is a powerful factor in the outlying districts of Virginia. Sold at the popular price of seventy-five cents per annum, it has attained a large subscription list, and an announcement in its columns goes into the homes of people who live in sparsely settled sections.

We are pleased at all times to confer with advertisers who contemplate covering this locality.

H. D. LA COSTE,
38 Park Row,
New York.

Main Office:
Richmond, Va.

Womankind

THE HOSTERMAN PUBLISHING COMPANY,
SPRINGFIELD, OHIO.

There are only two monthly papers of any class in the State of Ohio having circulations equaling that of **WOMANKIND**, and one of them—**FARM NEWS**—is also published by The Hosterman Publishing Co. in Springfield, Ohio.

There are only forty-one monthly papers in all America having a circulation equaling that of **WOMANKIND**.

There is no paper of its class in the world offering as great inducements to legitimate advertisers as are now offered by **WOMANKIND**.

GEO. S. BECK, Advertising Manager.

ADVERTISING FOR RETAILERS.

Edited by Charles Austin Bates.

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. PRINTERS' INK is a clearing-house for ideas—this is the retail branch.

Office of the HANNUM
HARTFORD BUSINESS COLLEGE.
HARTFORD, Conn., April 5, 1895.

Editor of PRINTERS' INK:

I cannot express to you my great appreciation of your magazine, which you have rightly termed the Little Schoolmaster. I read its pages thoroughly from beginning to end once every week, and sometimes I take it up for amusement just after dinner, and read some of the matter over a second time. It is my pleasure to be an advertiser myself, and the greater part of my time the year round is given to this art. I have taken the liberty to send you herewith a few of the clippings of my newspaper ads which I have in the daily and weekly papers of this city and vicinity, and which I sincerely hope may provoke your criticisms. I believe decidedly in canvassing my own territory first, and that thoroughly, and I think it is a great mistake of advertisers to branch out and hope to secure the world before they have become known in their own State. You will notice that my advertising, although educational, is entirely unlike the general amount of advertising which it is the custom for educational institutions to put out.

I have read your special school number over several times, but I fail to find any advertising which is in the least like the advertising I have been in the habit of doing for a number of years. I am decidedly a believer in illustrated advertisements, and especially so in that it is my aim to attract young people anywhere from fifteen to thirty years of age, but on an average, perhaps, of twenty.

As an explanation, it might be well for me to say here that there is a number of business colleges in the United States which teach business by practice in business itself, and there is also a number which endeavor to teach business by the manipulations of a patented idea which is in the shape of a small box six by eight inches, turned by a crank. In these manipulations the student imagines the transactions before he makes the entries in the books, whereas in the colleges heretofore mentioned—which, by the way, are represented in the American and International Associations—the student actually performs the transactions, handles the various forms of commercial and negotiable paper, and learns from experience, which I believe to be the best teacher.

Speaking of my own advertising again, I would say that oftentimes, when I have composed a new idea with illustration for the papers, I feel quite pleased with it, and then after a few days it seems as if it were entirely foolish, and I begin to ask myself the question: "Is this advertising, and does it advertise my school?"

Your student in advertising,
E. H. MORSE.

Here is a man who, as Col. Ingersoll says, "has the courage of his convictions and the modesty of his igno-

rance." He studies advertising as it should be studied—as a practical, common sense, certain business, to which are applicable the same rules that govern all the other departments of business.

He does not consider all newspaper space as advertising. Talk and type which are put into a given space in a paper do not necessarily constitute advertising. If the space and the talk do not advertise—if they do not tell people something instructive and convincing about some business—they are not advertising. Some one ought to find a distinct name for the advertising that does not advertise.

Some of these ads of Mr. Morse's are not very good because there is too much straining for effect. It is my impression that he would gain something by sticking to one certain kind of advertising. There is a certain air of solidity and stability about advertising which retains the same general form and characteristics. It is my impression that a plain, common sense talk, changed every day, with no attempt at humor, with no play upon words and with no talk about anybody else's business, would be the very best form of advertising for a business college. I would explain in detail the "actual business department." The writer of advertisements for such an institution should remember that he is addressing people who do not know anything about his methods, or his system of work, or his facilities; that he is addressing strangers—people who have never seen his school, and who never will see it unless he can convince them that it is a superior institution.

Some of the ads that Mr. Morse has published are not advertising. I can readily understand how he might feel just as he says he does about some of them, after a few days had elapsed.

If he will try the plain, common sense idea, and be explicit and earnest in his explanations of his methods—if he will simply write his ads in the same way he would talk to a stranger

about his school, he will produce advertising matter that will advertise and about which he will never feel any serious doubts.

The first thing to do is to decide what you want people to know about your business, and the second is to tell it to them right straight out from the shoulder. Do not bother about how it is going to look, or how many words it is going to take, or the space it is going to occupy, or what it is going to cost. Write your ad first, and say all you have to say; then if you find you haven't enough money to put it in the paper, perhaps you can trim it down. If you can't trim it down without trimming down the sense of it, better put it in as it stands, or leave it out altogether.

* *

MCBEE & CO.,
DRY GOODS, MILLINERY, MEN'S
FURNISHINGS.
KNOXVILLE, Tenn., April 3, 1895.

Mr. Charles Austin Bates, care "Printers' Ink," New York:

DEAR SIR—Through the courtesy of the Tribune of this city we read PRINTERS' INK regularly, with much interest.

We never allow an advertisement to appear the second time under any circumstances.

Yours, etc.,
McBEE & CO.

The last sentence in this letter shows that McBee & Co. are doing one thing at least that they ought to do. I can understand how it is that a business man who writes his own advertisements will find it most difficult to change his matter every day, or every week. There is a strong disposition always present to let the old ad stand for another issue. I do it myself in my own advertising, and nobody knows better than I that it is a waste of space. This is true more particularly in retail advertising than in any other kind. I think it very frequently advisable in advertising proprietary articles to run a really good advertisement several times in succession, or in alternation with others of a series. The retailer who lets his ad stand is wasting money. He had better leave his ad out until he has time to write a new one. Running the same old ad week after week shows neglect, and neglect of that kind would seem to indicate neglect in the store. You might expect to find things a little bit out of order, and probably with a good deal of dust on them. The man who is too busy to attend properly to the most important

part of his business may naturally be expected to neglect some of the less important things. It's no use to have a store unless people know about it, and the only way to let them know about it is by advertising in some form or other. A man may advertise his store and never have his name printed on anything for distribution. He can do it in a good many ways, but the least expensive, and the quickest, is through the medium of printers' ink in one form or another.

Most all retail merchants recognize the importance of keeping the show windows fresh. They don't let the same goods stay in the window week in and week out, to accumulate dust and fly-specks, but they put an advertisement into a newspaper and seem to forget all about it. The advertisement reaches fifty times as many people as the show window. It is therefore fifty times as important. If you haven't time to keep the show window fresh, and the ad fresh, better keep the ad fresh and put a curtain over the show window.

* *

The Aeolian Co., 18 West Twenty-third street, New York, have sent me as handsome a piece of printing as I ever saw. It is a booklet entitled, "A Royal Road to Music." The cover is printed on lavender paper and purple and gold, and the back is stitched with purple floss. The inside is printed on cream-colored paper in purple and gold. The envelope it comes in is made of the same paper that is used for the cover. The sensation which this book will give to any lover of handsome, tasteful printing is well worth the trouble it will take to get a copy of the book. I presume it will be sent to any one who asks for it.

* *

A correspondent complains that a quotation used in one of the ready-made ads recently was credited to Shakespeare when it belonged to Solomon. It is rather amusing to notice that the quotation spoken of was "And there is no new thing under the sun."

I do not know whether Shakespeare ever said it or not. It doesn't make any difference whether he did or not. He could have said it if he had wanted to. Probably if the matter were taken some distance back of Solomon's time, it would be found that he was not

original, but merely quoted somebody else. Originality is a myth. A man who says he is original is digging pitfalls and setting snares for himself. To be sure, it is just as well to be correct when one is making a quotation, but it doesn't amount to very much after all. The thing that is said is important, and not the man who said it.

For Furniture—(By Henry Holmes).

The Long and Short of It

is that we've by far the best furniture store in town. When everything is said it resolves itself simply into that—no more—no less. Just for a flyer, we're going to sell One Hundred Solid Oak Rockers for \$1.97 this week. They're worth \$3, and you'll know it when you see them.

For Dry Goods—(By John W. Hield).

THE NEW DRESS GOODS.

Strongest department in the house, stronger this season than ever. We never stand still, always improving and developing. The developments in our big dress goods stock will please and surprise you. First come the exclusive foreign novelties, high art and exclusive, no two patterns alike and over 200 to select from. Need we mention that you should get first pick of these. How are the prices? Well, they are reasonable enough, but come and see them and be your own judge. We, being a little enthusiastic on this point, might be tempted to exaggerate a little and we would rather have your opinion than our own. The range is from \$6.00 to \$20.00 a suit, just like going up a flight of stairs, a dollar rise to each step. There, that saves a great deal of explanation and is at the same time comprehensive.

Word of Mouth

Advertising. . .

It's five hundred per cent more effective than newspapers, circulars, posters or all other kinds.

"Word of mouth advertising" is the kind where one person tells another about the bargains she saw at—

That's why we created "Bargainapolis."

Simply to make you talk about this store.

It's going to cost us good money, the discounts we make on special sales there, but no matter for that we'll get much "word of mouth advertising" thereby.

To-day (Wednesday), "Bargainapolis" will be loaded with masses of

For a Jeweler—(By R. L. Curran).

THE CIRCUMFERENCE

of a waist is measured by the belt that encircles it; the beauty of the belt is measured by the buckle that fastens it. Every lady is not becomingly dressed with the same style of buckle; they must choose from a large stock. We have the largest stock in town of modern patterns of the stylish sterling silver, enamel and gilt buckles.

:·: WHITE & CO. :·:

For a Piano Dealer—(By E. French).

You

Have an Organ

and may be would prefer a piano. Or perhaps you have an old piano and want a better one. In either case you can do much better to exchange with us now than to put it off some years until your old instrument is worth little or nothing to exchange. Anyhow, it will cost nothing to call; or write what instrument you have, and how old it is, and we will say what we can offer in exchange. It's well enough to know about this, even if in no hurry to do anything.

For Furniture—(By Henry Holmes).

The Bare Truth

would scare some dealers to death. They're afraid of it. When it comes to truth telling we're loaded for "bare." We've found that the truth pays. Don't take us half as long to make a sale, now that folks know they can depend on what we say about our furniture. . . .

For a Druggist.

PAINT AND VARNISH BRUSHES

are without number in style and finish nowadays. We have every sort, from the common 5-cent ones up to those the skilled painter selects, worth a dollar; sometimes more. For Varnish and Paste we have a kind set in solid rubber. They positively hold their bristles. A little higher in price, but think of the satisfaction they afford.

We can surely do the right thing by you in brushes. . .

H. H. HAY & SON, Middle Street,
PAINT DEALERS.

A Pointer. The **Cleveland World**

NOW HOLDS FIRST PLACE AS
THE FINANCIAL MEDIUM
OF OHIO.

THE WORLD STANDS FIRST IN
FINANCIAL NEWS.

THE WORLD STANDS FIRST IN FINANCIAL
ADVERTISING.

Business men now look to the World for accurate and reliable Financial News. They advertise in the World when they want results. "A Proof of the Pudding is in the Eating." The World carries more Financial Advertising than any daily paper between New York and Chicago, and over FIVE TIMES as much as all the dailies of Cleveland combined. These advertisers buy publicity, not merely space.

DO
YOU SEE
THE POINT?

THE WORLD PUBLISHING COMPANY,

ROBERT B. PORTER, PUBLISHER.

S. C. BECKWITH, Sole Agent Foreign Advertising,
NEW YORK AND CHICAGO.



THE EVENING STAR

has a
Larger Circulation
in the Homes
of
Washington
than
all the Other Papers
of the City
Added Together,
because it
Stands up Always
for the
Interests
of the
People of
Washington;
Contains
the
Latest
and
Fullest Local
and
General News

and
Surpasses
all the
Other Papers
in the
City
in the
Variety and Excellence
of its
Literary Features.

It
Literally
Goes Everywhere,
and is
Read
by
Everybody.
It is,
therefore,
as a
Local
Advertising Medium,
without a
Peer,
Whether
Cost
or
Measure of Publicity
be
Considered.

The Seattle Post-Intelligencer.....

Every intelligent advertiser knows that, in placing new articles on the market and in keeping old ones before the public, the great newspapers of the country are the most effective mediums. This is because they have a large and prosperous constituency, with ample means to supply their wants. The great newspaper of the State of Washington is the **SEATTLE POST-INTELLIGENCER**. It has no rival, no peer, and stands absolutely at the head of the newspaper procession in the great Puget Sound Region.



KNOWN CIRCULATION:

<i>Daily, Exceeding</i>	=	14,000
<i>Sunday, Exceeding</i>	=	15,000
<i>Weekly, Exceeding</i>	=	15,000



A. FRANK RICHARDSON,

Chamber of Commerce,
CHICAGO.

Tribune Building,
NEW YORK.

32 per cent More Advertising

printed in THE EVENING POST during 1894 than appeared in any other New York evening paper. The excess in 1893 was 25 per cent.

654 More Columns

of advertising printed in THE EVENING POST during 1894 than in 1893. An exceptional record.

Nine Times Out of Ten.

"The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting THE EVENING POST. No other has so large an advertising patronage. In influence and respectability it easily takes the lead."—*Printers' Ink.*

Publication Office :

206-210 Broadway, - - New York.

The Nearer the Star the Bigger It Looks.

There may be an advertising agency on your street that looks mighty because it's near. That same agency may be smaller and less able to handle your business than one farther—but *not too far*—away.

Some of our most successful and best satisfied clients are Easterners.



Lord & Thomas,
Newspaper and
Magazine Advertising,
45-49 Randolph Street,
CHICAGO.
New York Office: Tribune Bldg.

The Detroit Suns.

ILLUSTRATED AND SUNDAY.



ILLUSTRATED.

April 7.....	98,920
April 14.....	98,632
April 21.....	99,756
April 28.....	102,621
May 5.....	104,002
May 12.....	101,603
May 19.....	105,728
May 26.....	103,824
June 2.....	102,824
June 9.....	104,618
June 16.....	101,982
June 23.....	92,781
June 30.....	98,714
July 7.....	99,728
July 14.....	92,998
July 21.....	101,604
July 28.....	97,728
August 4.....	95,898
August 11.....	98,981
August 18.....	94,628
August 25.....	92,701
September 1....	93,001
September 8....	94,718
September 15....	84,021
September 22....	89,926
September 29....	91,763

Total.....2,544,700
Average weekly circulation
for the past six months,
97,837.

SUNDAY.

April 8.....	26,528
April 15.....	25,927
April 22.....	25,824
April 29.....	26,927
May 6.....	27,002
May 13.....	27,628
May 20.....	28,212
May 27.....	27,644
June 3.....	24,816
June 10.....	25,718
June 17.....	22,674
June 24.....	23,601
July 1.....	26,823
July 8.....	24,617
July 15.....	21,692
July 22.....	23,818
July 29.....	25,978
August 5.....	27,819
August 12.....	24,332
August 19.....	25,718
August 26.....	23,809
September 2....	25,819
September 9....	22,602
September 16....	21,216
September 23....	24,781
September 30....	24,615

Total.....656,140
Average weekly circulation
for the past six months,
25,236.



W. C. BAKER, Business Manager. JOHN BATES, Pressman.

Subscribed and Sworn to before me this 18th day of October, A. D. 1894.

D. A. DELANY, Notary Public, Wayne Co., Mich.

RATES ARE LOW.

Advertising Office, 517 TEMPLE COURT, NEW YORK CITY.

THE CHICAGO DISPATCH is one of the marvels of modern journalism. — *Council Bluff's Nonpareil*.

THE DISPATCH is a typical Chicago newspaper and its prosperity has been typical of that of the metropolis of the West. — *Buffalo Enquirer*.

It has made a place for itself, and is acknowledged to be the leading evening newspaper of the West. — *Superior (Wis.) Telegram*.

It has already won the distinction of being second in circulation of the evening papers of Chicago, and first in enterprise. THE DISPATCH seems little rapid to many, but this is a rapid age and it is published in a rapid city. — *Lincoln (Neb.) News*.

THE DISPATCH is not an almanac—it is a live newspaper and a racy one, too. — *Virginia Daily Herald*.

By a bold and energetic policy it has made a place for itself in the West and is to-day, in influence, circulation and advertising patronage, one of the leading evening papers of Chicago. — *Philadelphia Public Ledger*.

Everything in Chicago is of quick growth and done on a large scale and THE DISPATCH is no exception. Its progress has been marvelous. — *Toronto Evening News*.

THE DISPATCH is one of the phenomenal newspaper successes of the country, a position attained by uninterrupted enterprise, genuine independence and absolute fearlessness. — *Kansas City World*.

A SURE SIGN

of success is to receive the attention of successful people.

The Chicago Dispatch

is patronized by a larger number of successful advertisers than any other Chicago paper.

It is read by the masses, who form the great purchasing public.

It is a live paper for live readers, and is patronized by live advertisers.

The Dispatch will Bring Returns. Try It!

THE CHICAGO DISPATCH.

by Jos. R. Dunlop,

115-117 Fifth Avenue, CHICAGO, ILL.



Twenty-Three
Thousand
and
Fifty-Six
Copies Daily.



The Ripans Chemical Company say that since they commenced advertising in the ROCKY MOUNTAIN NEWS their sales in Colorado have become greater in proportion to population than in any other State of the Union.

The **Rocky**
Mountain News

DENVER, COLORADO.

.....

Eastern Office: _____

11 TRIBUNE BUILDING,

NEW YORK.

Just = ... This!



*We control advertising in
9,000 Street Cars,
3 Steam Roads,
3 Ferry Boats and the
Brooklyn Elevated Railroad.
Service approached by none.
Full-time Cars.
You get what you buy.*



Carleton & Kissam,

50 Bromfield St., Boston, Mass.

Postal Telegraph Bldg., New York.

17 BRANCH OFFICES. —————



We are Sifters

UE sift out all the worthless papers, keeping only the good ones for our clients' use. The meshes of our newspaper sieve are formed of the wires of experience, knowledge and skill.

We have advantages in determining the value of different media not possessed by any one else in America.

We save our clients money in more ways than one. Write to us about anything in advertising.

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10 SPRUCE STREET, NEW YORK.**